OCTOBER 27, 1958

THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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PATTI PAGE WALT DISNEY RIFLEMAN
LAWRENCE WELK DINAH SHORE
GEORGE BURNS DONNA REED
PERRY COMO RKO WARNER BROS.
MGM UNITED ARTISTS SCREEN GUILD

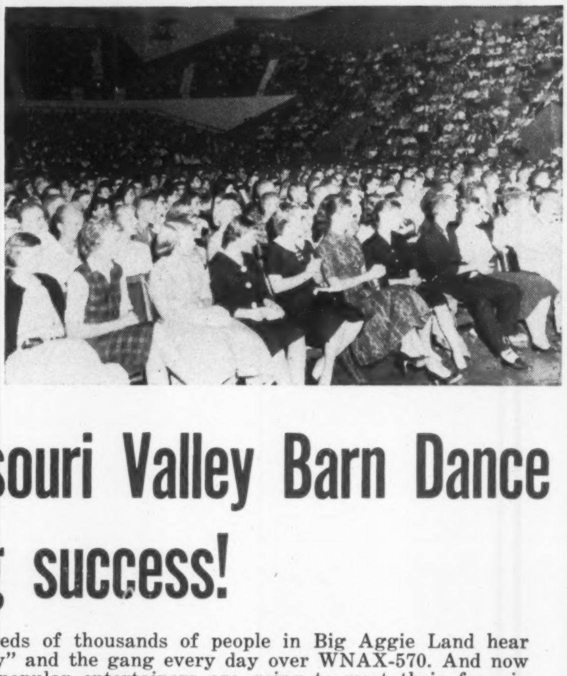
EVERY WEEK IS RATING WEEK
WITH WSPD-TV'S NEW STAR-STUDDED
PROGRAMMING!

IN TELEVISION — WSPD-TV IS TOLEDO

STORER BROADCASTING COMPANY
Storer Television
WSPD-TV Toledo WJW-TV Cleveland WJBK-TV Detroit WAGA-TV Atlanta

"Famous on the local scene"
WSPD-TV
CHANNEL 13 • TOLEDO
Represented nationally by THE KATZ AGENCY

"Casey" Clark and the WNAX Lazy Ranch Boys, Bob Gibson, the Everly Brothers and Evelyn Harlene make with the music.



Thousands came from all over Big Aggie Land

Hundreds of others had to be turned away

The return of the WNAX Missouri Valley Barn Dance was a rip-roaring success!

The old-fashioned Saturday night entertainment habit in Big Aggie Land just had to come back. Too many people remembered the good times they had at the WNAX Missouri Valley Barn Dance. Live country music returned to these happy people last September 13. And what a success!

Nearly 5,000 people from all over Big Aggie Land got seats for the Barn Dance. Hundreds more had to be turned away. They came to see and hear their favorite daytime radio entertainers in person—"Casey" Clark and the WNAX Lazy Ranch Boys with Evelyn Harlene, plus the nationally famous Everly Brothers, "Smiley" Burnett and Bob Gibson.

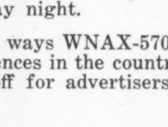
Hundreds of thousands of people in Big Aggie Land hear "Casey" and the gang every day over WNAX-570. And now these popular entertainers are going to meet their fans in person. They'll travel the length and breadth of Big Aggie Land to bring the Missouri Valley Barn Dance to a different town every Saturday night.

This is one of the ways WNAX-570 earns and holds one of the most loyal audiences in the country. The kind of listening loyalty that pays off for advertisers. See your Katz man.

WNAX-570 CBS RADIO

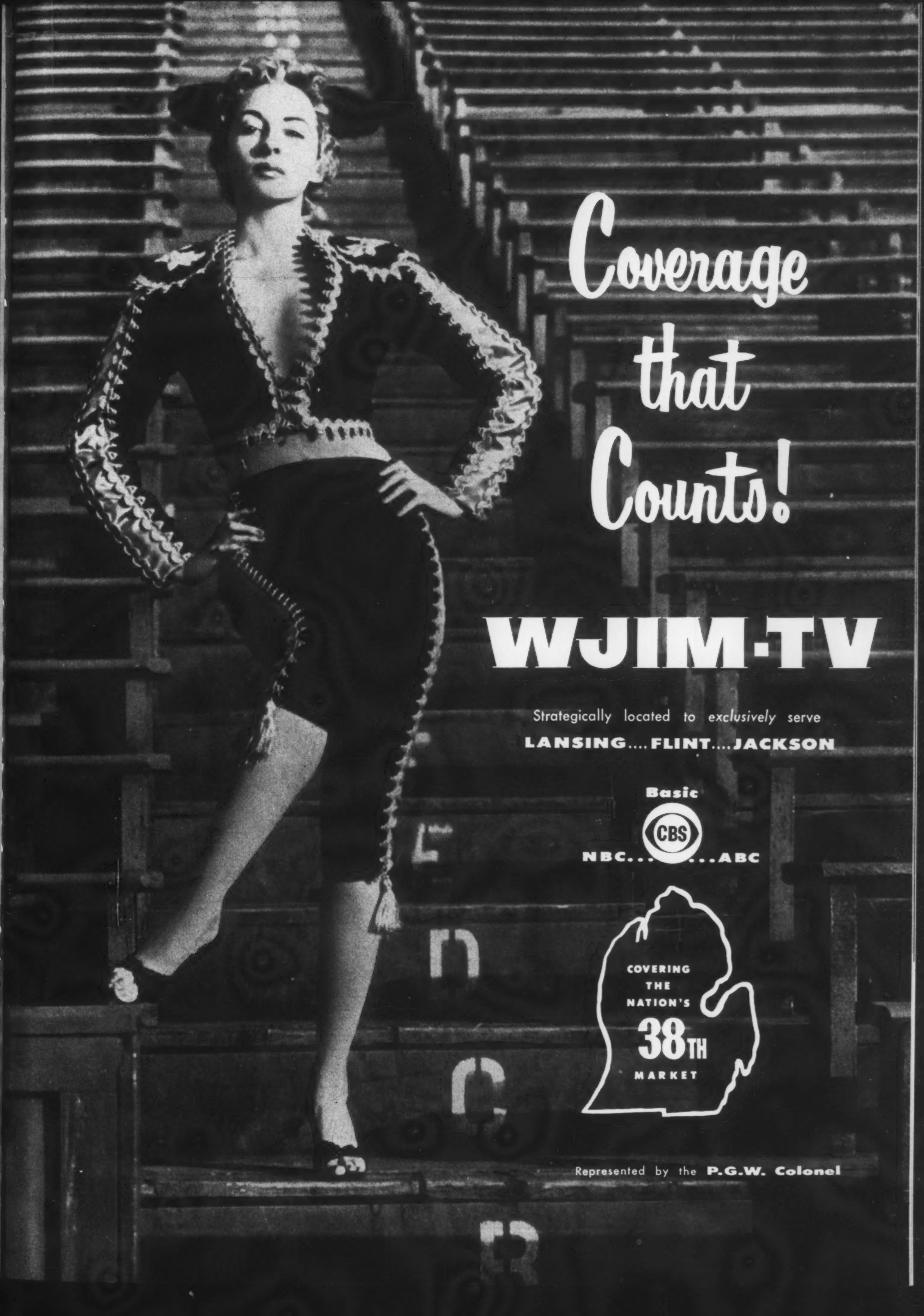
PROGRAMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION
Yankton, South Dakota—Sioux City, Iowa



PEOPLES
BROADCASTING CORPORATION

WGAR,	Cleveland, Ohio
WRFD,	Worthington, Ohio
WTTM,	Trenton, New Jersey
WMMN,	Fairmont, West Virginia
WNAX,	Yankton, South Dakota
KVTV,	Sioux City, Iowa



Coverage that Counts!

WJIM-TV

Strategically located to *exclusively* serve

LANSING.... FLINT.... JACKSON

Basic

CBS

NBC........ABC

COVERING THE NATION'S 38TH MARKET

Represented by the **P.G.W. Colonel**

LONG on selling

WGAL-TV makes your advertising dollar reach farther at less cost. Its lower cost is due to the fact that WGAL-TV's *multi*-city coverage costs less than *single*-city coverage. Reach more for your advertising dollar—on pioneer station WGAL-TV. Reach Lancaster, Harrisburg, York, as well as numerous other cities: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc., on **CHANNEL 8!**

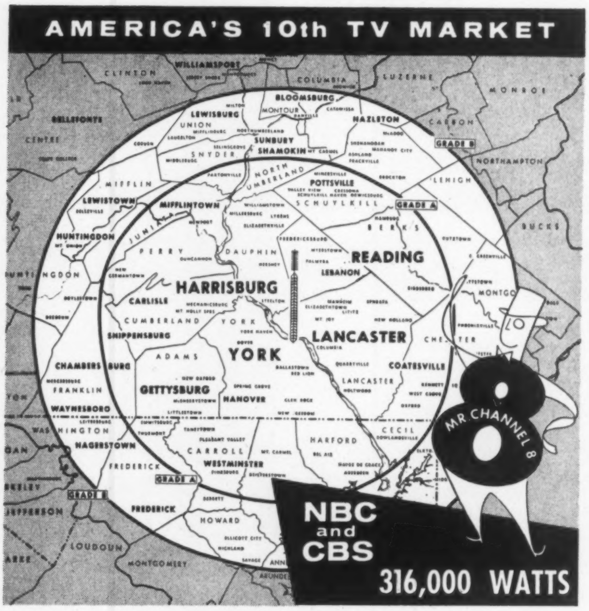
- 1,040,465 households
- 942,661 TV households
- 3,691,785 people
- $3¾ billion annual retail sales
- $6⅔ billion annual income

WGAL-TV

LANCASTER, PA.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.


AMERICA'S 10th TV MARKET
WILLIAMSPORT
CLINTON
COLUMBIA
LUZERNE
MONROE
BLOOMSBURG
MONTOUR
LEWISBURG
UNION
HAZLETON
BELLEFONTE
CENTRE
CARBON
SUNBURY
SHAMOKIN
SNYDER
GRADE B
NORTHAMPTON
NORTH UMBERLAND
POTTSVILLE
LEHIGH
MIFFLIN
LEWISTOWN
MIFFLINTOWN
SCHUYLKILL
GRADE A
BERKS
BUCKS
HUNTINGDON
JUNIATA
PERRY
DAUPHIN
READING
LEBANON
HARRISBURG
CARLISLE
CUMBERLAND
YORK
SHIPPENSBURG
LANCASTER
ADAMS
CHAMBERSBURG
COATESVILLE
FRANKLIN
GETTYSBURG
HANOVER
WAYNESBORO
WASHINGTON
CECIL
HAGERSTOWN
CARROLL
HARFORD
FREDERICK
WESTMINSTER
GRADE A
GRADE B
FREDERICK
HOWARD
LOUDOUN
MONTGOMERY
MR. CHANNEL 8
8
NBC and CBS
316,000 WATTS

Representative: **The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco**

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

closed circuit.

RCA SETTLEMENT • Consent decree in government's patent antitrust suit against RCA is in offing; may be made public this week. Justice Dept. brought civil complaint against RCA in November 1954, charged RCA's patent practices were monopolistic and in restraint of trade. RCA denied allegations in March 1955 and case has been pending in New York federal district court since. Earlier consent decree in 1932 broke up so-called "radio trust," required dissolution of RCA-GE-Westinghouse-AT&T combine, and in effect, set up RCA as licensing and manufacturing entity. Philco has patent suit pending against RCA.

•

Ray L. Stone, media buyer at Maxon's New York office, has been exploring fm situation on national level. He's been in discussions with NBC, Westinghouse, Triangle and other networks and station group owners sampling opinion on acceptance of fm on national basis for advertisers. Mr. Stone believes in possibility of national fm networking (particularly seeks overall research-program-promotion data on top 10 markets) and has put together some data on fm in form of "presentation."

•

KBET-TV DEAL • Successful bidder for ch. 10 KBET-TV Sacramento (at approximately $4.5 million) likely will be Corinthian Broadcasting Co. which thereby will acquire its fourth vhf, and with uhf ch. 15 WANE-TV Fort Wayne, its fifth tv outlet. Agreement reportedly was reached last week, with transaction now in contract drafting stage. Station, established in 1955, is licensed to Sacramento Telecasters Inc., of which William Wright and sons own 20½%, John H. Schacht, 15½%, with balance held by dozen minority stockholders. Corinthian, headed by C. Wrede Petersmeyer, is subsidiary of J. H. Whitney & Co. and operates KOTV (TV) Tulsa, KGUL-TV Houston, WISH-AM-TV Indianapolis and WANE-TV.

•

Negotiations are underway whereby controlling interest in ch. 7 WTRF-TV Wheeling will be acquired by present 30% owner Bloch-Harris interests from News Publishing Co. of West Virginia, and Dix family which holds newspaper interests largely in Ohio. Price around $1.8 million. Robert W. Ferguson, executive vice president-general manager and owner of nearly 8%, will retain his holdings and continue as operating head.

•

FUTURES • With NBC riding high under management team of Bob Sarnoff and Bob Kintner, consideration is being given to promotion of two younger members of tv echelon who have played formidable roles in achievement of new business, new programming and top ratings. Slated for recognition, probably several months hence, are Robert F. Lewine, vice president tv network programs, and Walter D. Scott, vice president tv network sales. New slots logically would be executive vice presidencies.

•

NBC chimes, trademark since aborning days of network in 1926, will give way soon to new insigne more representative of full range of NBC's activities in radio, television, film and other "family" operations. After months of internal consideration, new trademark soon will make appearance. For color programming, NBC's famed peacock will be retained.

•

SOME OTHER DAY • Revised FCC renewal forms, including changes in required program and commercial announcements listings, won't be out this month as expected; Commission had proposal before it last Wednesday, passed it over for two weeks. Among other reasons: Comr. John S. Cross asked for time to study document. Incidentally, FCC action, when it comes, will be in form of Notice of Proposed Rule-Making—requiring comments, reply comments and possibly oral argument. That's law. This may mean revised form won't become effective until sometime in 1959.

•

Don't be surprised if Judge Horace Stern, retired chief justice of the Pennsylvania Supreme Court, is given other cases to hear for the FCC. Jurist, who presided over Miami ch. 10 rehearing (record on which was closed last Friday), was appointed regular FCC hearing examiner last August. His appointment was cleared with Civil Service Commission and his position is the same as any of other 14 FCC examiners. He is Grade 15 ($12,770 per year).

•

MORE FOR THE MONEY • While figures haven't been disclosed, fabulous success of British commercial television since its introduction three years ago is expected inevitably to lead to new competitive commercial service. According to informed London sources, profit figures, when revealed, will be so startling that Parliamentary demand is bound to rise for one and probably two competitive services. Staid British Broadcasting Corp., noncommercial state monopoly in radio but which in tv has been given terrific lacing by ITA commercial operations, may be confronted with alternative of going commercial itself or facing new commercial tv competition. Heretofore, BBC has eschewed commercialization although its various publications reap rich harvest from advertising.

•

Dancer-Fitzgerald-Sample had good news for its employes participating in D-F-S' profit-sharing plan (degree of eligibility dependent on years of service). Special agency luncheon held at Roosevelt in New York Wednesday gave out news that D-F-S had good year, reportedly that share of profits to be placed in employe profit-sharing would be at maximum percentage. Each year, D-F-S holds extended luncheon meeting, keeps offices manned by skeleton crew, announces what employes can expect in way of company contribution to profit-sharing.

•

OUT OF UNIFORM • Chesterfield cigarette advertising in *Steve Canyon* to series (NBC, Sat., 9-9:30 p.m.) showing Air Force pilots happily puffing away at sponsor's product has had Air Force public relations in swivet. Fear was that uniformed actors might give impression Air Force was endorsing cigarette brand. Some quick liaison ensued between Air Force Secretary's office and McCann-Erickson and matter was worked out amicably. Solution: actors will puff their smokes in mufti. Change will take place in few weeks, after current batch of commercials are run off.

•

After pulling out of CBS-TV as sponsor of planned Mary Martin spectacular and tossing $400,000 into spot tv [ADVERTISERS & AGENCIES, *Oct. 6*]*, GM's Pontiac Motors Div. apparently has changed its mind. It will also sponsor spectacular this Yuletide, though not on CBS-TV. With specials already set for other months, Pontiac is about to sign for Dec. 21 NBC-TV telecast of Menotti's "Amahl and the Night Visitors," network's annual Christmas pageant. MacManus, John & Adams Inc., Pontiac agency, says it will stick with CBS-TV for Phil Silvers' one shot special in January.*

•

WINDY CITY • Chicago chapter of American Federation of Tv & Radio Artists is trying to reap maximum political mileage out of complaint to FCC and Congress over cancellation of local live shows. Handling its public relations is Frank McNaughton, former *Time-Life* Washington correspondent and formerly on staff of Sen. Paul Douglas (D-Ill.), who has opened Chicago office, in association with Florence Abrahamson (former AFTRA employee, now Mrs. McNaughton).

•

While AFTRA complaint over NBC Chicago programming practices may not be politically inspired, it's not surprising Democratic politicos have hopped on union bandwagon with gusto. One such politician with known influence on Chicago Mayor Richard J. Daley's office is state Sen. William J. (Botsy) Connors (whose daughter Dorsey's local show was dropped by NBC's WNBQ [*TV*]*).*

MOULIN ROUGE
RETURN TO PARADISE
NIGHT OF THE HUNTER
CANYON PASSAGE
THE PURPLE PLAIN
CLOAK & DAGGER
LOST HORIZON
BEACHHEAD
PURSUED
THE INFORMER
SUDDENLY
BIG SKY
JET
KEN RIVER
AFRICAN QUEEN
THE SPOILERS
THE WINDOW
MY FAVORITE

MORE TOP MOVIES

make **WAGA-TV** **ATLANTA's** "live channel 5" with

MORE SELLING POWER

In Greater Atlanta and 58 surrounding counties **WAGA-TV** is boosting sales and ratings with powerful new programming that includes multi-million dollar purchases of 732 Warner Brothers first-run films and hundreds of Screen Gems, RKO, UA and 20th Century films for the Early Show at 5:30 PM and late evening Starlight Movies.

Also, there's **more** news coverage—**more** modern equipment—**more** merchandising—and **more** market coverage on Atlanta's **live Channel 5!** See your **KATZ** man today.

STORER BROADCASTING COMPANY

Storer Television

WAGA-TV Atlanta **WJW-TV** Cleveland **WJBK-TV** Detroit **WSPD-TV** Toledo

CHANNEL 5 CBS ATLANTA

waga·tv

THE WEEK IN BRIEF

Sequel on Liquor Advertising—The count of stations willing to accept hard liquor accounts is up to four, and one has a brand on the air. Others, unnamed, indicate they're all for it, but the advertisers haven't yet rushed to the fore. The pros, and cons, are crystallizing their positions. Page **35.**

Spend and Gain, "Save" and Lose.—That's the story among beers and cigarettes and their use of spot television, according to new study prepared by Petry's television division. Analysis shows spot tv increases are generally followed by sales rises; cutbacks by sales declines. Page **37.**

The Auto Tv Story—TvB launches new weapon for members to use in seeking tv allocations from auto dealers. Page **38.**

Gribbin Heads Y&R—Succeeds as president Sig Larmon who continues as board chairman and becomes chief executive officer. Three new executive vice presidents appointed. Page **39.**

Network Tv Coin in Smokes & Auto—Ten of top 15 brands during August were made up of cigarettes and automobiles. Monthly compilation by LNA-BAR shows Anacin top brand, Procter & Gamble top network tv advertiser and toiletries leading product category. Page **40.**

Outstanding Public Service—Edward W. Ebel, General Foods v.p. and chairman of Advertising Council radio-tv committee, tells council luncheon in Hollywood that anti-recession campaign was stand-out effort. In Chicago, Theodore S. Repplier, president of Ad Council, reports that 14 billion radio-tv impressions were made over past 13 years on behalf of safety. Page **46.**

UA on the Move—Acquires AAP control, announces new (its fifth) tv series and blueprints its moves for national sale as well as syndication. Page **54.**

Supreme Court Brings Woe to Springfield and Peoria—Sends deintermixture cases back to appeals court on allegations of improper contacts with FCC commissioners. Move seen as potential bellwether in possible requirement that FCC reconsider all rule-making proceedings where charges of wire-pulling are involved. Page **55.**

Daytimers Ask Reconsideration—DBA asks FCC change of heart on denial of extended hours or modified version of original proposal. Page **61.**

NBC-TV Affiliates Convention.—Network officials sound confident, affiliates look contented as NBC leaders recount progress and plans in drive for No. 1 place among networks. Page **62.** Board chairman Robert W. Sarnoff calls for unity between affiliates and networks. Page **66.** A hassle develops over ABC-TV's new-season program ratings ads. Page **68.**

NBC Radio Affiliates Convention.—Plans for new programming, reports of increased sales among highlights of annual meeting. New "Audio Documentary" programs may run 30 to 40 hours, spread out over month of evening broadcasting. Page **64.**

Northwest's Affiliate Passage—In wake of NBC switch to KING-TV in Seattle, ABC-TV announces affiliation with KOMO-TV. Page **68.**

What Broadcasters Should Know—Jerome Feniger of Cunningham & Walsh tells NAB Boston conference that many stations are not doing a good job of selling their brand names on Madison Avenue. Among his suggestions—promote through the broadcasting trade press. Page **70.**

Editorializing Know-How—Illinois broadcasters call for common-sense understanding of the editorializing problem by FCC, Congress and other government officials. Ask easing of rule requiring stations to "seek" opposing viewpoints. Page **71.**

It's Official—Paul White award for Canon 35 fight. RTNDA protests Soviet expulsion of CBS newsman Niven, deplores "rip and read" stations and lauds American Bar Assn. for re-evaluating equal access to courtrooms. New Orleans gets '59 convention. Page **72.**

Am Stereo Unveiled—RCA laboratories discloses "experimental" new system of stereophonic transmission in regular am broadcast band using one transmitter, single receiver with dual speakers. It's hailed as biggest thing in broadcasting in 30 years. Other radio-tv developments shown NBC affiliates, newsmen. Page **77.**

Strong Champion for Court Access—Trial of Mrs. Connie Nicholas in Teel murder case will be open to radio-tv, says Criminal Court Judge Saul I. Rabb, who will preside over much-publicized proceedings in Indiana. Page **82.**

Aladdin's Lamp—Chinese Communists flood neutral Asia with kerosene-burning lamps that generate sufficient power to operate low-wattage medium and shortwave radios. Exclusive tv report will be made this Sunday (Nov. 2) by CBS News. Page **94.**

Tv Dollar's Worth—Prudential Insurance Co. of America gets solid worth from its television budget by exploiting such prestige shows as *Twentieth Century* in the school and community, says H. L. McClinton, president of Prudential's agency, Reach, McClinton & Co. The air-media veteran maps the Prudential approach in MONDAY MEMO. Page **115.**

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Large audiences reduce per unit cost when the rate card is right.*

Top talent is harder come by, but it brings more salesmanship to that audience.**

Maximum buyership is produced by keeping a family audience listening.***

These are the costly extras that make the difference in product exposure – in product sales.****

*It *is* right on Bartell Family Radio.

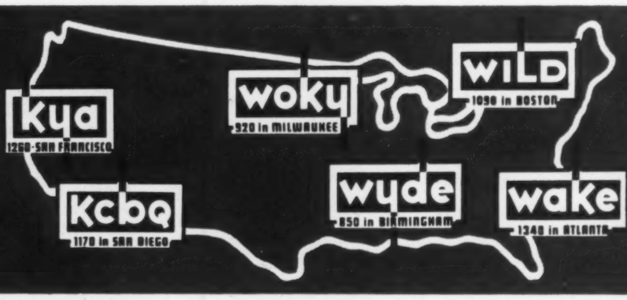
**No finer talent in America than on Bartell Family Radio.

***Bartell audiences are kept alert, responsive by the wonderful games for family fun – a built-in result producer.

****Products which depend upon volume sales depend upon Bartell Family Radio.

REACH MORE PEOPLE AT LOWER COST ON BARTELL FAMILY RADIO

BARTELL
FAMILY
RADIO
COAST TO COAST


kya
1260-SAN FRANCISCO
woky
920 in MILWAUKEE
WILD
1090 in BOSTON
Kcbq
1170 in SAN DIEGO
wyde
850 in BIRMINGHAM
wake
1340 in ATLANTA

AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

at deadline

IT'S ALL IN HOW YOU LOOK AT IT, TRENDEX SAYS OF RATINGS HASSLE

Trendex moved late Friday to clarify and if possible settle hassle that had developed between ABC-TV and NBC-TV over ads taken to promote new fall season ratings (story on page 68).

Trendex statement said that while its own findings for one period are comparable with those for another period, published claims differ because networks use different parts of Trendex report—that ABC used all commercial programs between 7:30 and 10:30 p.m. except religious programs; NBC used all Trendex data for that period including sustainers and where no network program was scheduled, 20-city time period ratings reflecting local programming; CBS included all commercial programs between 6 and 11 p.m. Thus, Trendex said, data shown in these ads are not comparable.

"We feel that confusion can result from these apparent conflicting claims and suggest that careful attention be given to portions of the Trendex findings upon which each is based," statement concluded.

Trendex move came at end of day in which ABC-NBC hassle over program rating ads generated new heat: (1) NBC-TV took full-page newspaper ad claiming daytime leadership in latest multi-city Trendex and also reprinted portions of earlier Trendex letter saying ABC-TV had used "inexcusable" tactic in one ad (see early story), and (2) ABC-TV issued statement challenging position taken earlier by Trendex and also charging NBC ad included local programming of ABC affiliates and also network sustainers in ABC-TV's ratings.

NBC-TV ad said for week ended Oct. 17, in daytime periods where all three networks compete directly, NBC led second network by 11% and third network by 61%. Without referring by name to ABC-TV's new "Operation Daybreak" daytime project, ad also said Trendex figures show that "in those seven periods where the third network has introduced new daytime programs for the first time, NBC has increased to 40% its share of total audience, leading the second network by 17% and the third by over 200%. (The third network's new programs lost 49% of the audience share previously built up by their affiliates locally.)"

ABC-TV statement by Donald W. Coyle, vice president for research and sales development, challenged Trendex and NBC-TV contention that Trendex regular Oct. 1-7 nighttime measurement and special Oct. 8-14 nighttime study for NBC-TV are "comparable." By getting Oct. 14 into period, he said, NBC got benefit of one special program that made entire Oct. 8-14 week results show "reversal of standings from the period of Oct. 7-13." Mr. Coyle continued:

"NBC, unlike ABC, included in its ad Trendex information reflecting sustaining programs and local programs of local ABC affiliates. ABC's ad was confined to commercial network shows."

To ABC contention that NBC choice of rating week enabled it to get benefit of one high-rated special, NBC-TV spokesman countered that ABC-TV had Bing Crosby debut in rating week it used and that CBS-TV had advantage of Desi-Lucy special.

Both NBC ad and Mr. Coyle's statement ended on somewhat more amiable note, both pointing out that important thing is that tv audiences are increasing. NBC had one more barb for ABC, saying that "with NBC and CBS in a neck-and-neck race for audience supremacy," public is "in for the most rewarding, most satisfying season of viewing in television's history." Mr. Coyle said ratings are "guides, not gods," and that long view shows not only that audiences are bigger but that "television networks are closer together than ever before."

Another ABC spokesman meanwhile told BROADCASTING that "we have not cancelled Trendex," as reports speculated might happen. Spokesman declined comment on what action, if any, might be taken in future.

QUIZ QUIZ

On New York's tv ad row, quiz game was being played Friday by two advertisers and network. Question: What's going to replace *The $64,000 Question* Sunday night on CBS-TV? There was a "flood" of answers, ranging from flicker of hope for *Keep Talking* to faint glimmer for *Richard Diamond, Private Eye*. Revlon and P. Lorillard Tobacco, co-sponsors of *Question*, figured in talks with CBS-TV, but as of Friday there was no decisive word on when *Question* would go off. Revlon, meantime, sought to co-sponsor *Arthur Murray Party* Mondays on NBC-TV with Lorillard, but Pharmaceuticals claimed it was already set as co-sponsor (Lorillard apparently had been reluctant to share its sponsorship with drug product firm but latter says it will be sponsor on the show).

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 37.

HEAVY-SPENDING SCOT • Minnesota Mining & Mfg. Co. will spend more than half million dollars to promote line of "Scotch" brand Christmas ribbons and tapes via MacManus, John & Adams Inc. in addition to Nov. 30 ABC-TV spectacular based on "Peter and the Wolf." 3M is planning 100-market tv spot campaign plus participations in six NTA Film Network shows in 115 markets.

BACK AGAIN TO MBS • In its first use of Mutual in six years, Christmas Club A Corp., N. Y., originator of Christmas Club Savings Plan, is launching saturation campaign for four weeks, starting in mid-November. Advertiser, on behalf of more than 7,000 financial institutions in plan, has bought 10 five-minute MBS newscasts per week, urging listeners to renew with Christmas Club. In recent years company has used spot radio-tv. Agency: Brooke, Smith, French & Dorrance, N. Y.

IKE ON ABC-TV • Republican National Committee and National Citizen's Committee for Eisenhower-Nixon buying 8-8:30 p.m. tonight (Monday) on ABC-TV to present President Eisenhower in political address. Agency: BBDO, N. Y.

Editorials Good for Stations, Bad for Networks—NBC

Trend toward more editorializing by stations is good, but on network level situation is "different," Robert W. Sarnoff, NBC board chairman, told news conference Friday. Asked whether trend would develop enough for NBC to take political stand in 1960, he said political position would be ultimate in editorializing but that he could think of nothing worse for a network to do.

He pointed out that only way for any network to express its views is through its affiliates, that many affiliates might disagree with network stand, which would make for "peculiar" situation at best and which probably would mean those affiliates wouldn't carry network editorial anyway. He also raised question of what would result if all three tv networks endorsed same political candidate.

Mr. Sarnoff fielded questions over broad range of subjects in more than hour's session with some 50-75 leading newspaper radio-tv editors who were NBC's guests in New York last week.

at deadline

NBC-TV Affiliates Name Harris; Harvey Re-elected for Radio

Jack Harris, KPRC-TV Houston, elected chairman of NBC-TV Affiliates Board of Delegates Friday morning at windup session of affiliates' annual convention in New York (story page 62).

George Harvey, WFLA Tampa, was re-elected chairman of NBC Radio Affiliates Executive Committee in separate session.

Mr. Harris succeeds Walter Damm, former operating head of WTMJ-TV Milwaukee, now retired. Mr. Damm, who has headed tv affiliates group since its inception, was honored by fellow affiliates with announcement at dinner Thursday night that they were presenting him with 22-foot "Century Raven" boat for his leadership and contributions in affiliate affairs. Harold Hough, WBAP-TV Fort Worth, made presentation.

Edwin K. Wheeler, WWJ-TV Detroit, was named to succeed Mr. Harris as board of delegates vice chairman representing basic affiliates, and three new members were named: Harold See, KRON-TV San Francisco; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va., and Harold Grams, KSD-TV St. Louis. Other officers and members: Harold Essex, WSJS-TV Winston-Salem, vice chairman (optionals); Harold Stuart, KVOO-TV Tulsa, secretary-treasurer, and Richard O. Dunning, KHQ-TV Spokane, Joseph Bryant, WCBD-TV Lubbock and Robert Ferguson, WTRF-TV Wheeling, W. Va.

On radio affiliates executive committee, in addition to Chairman Harvey, Douglas Manship of WJBO Baton Rouge, La., was re-elected secretary-treasurer. Other members: David M. Baltimore, WBRE Wilkes-Barre; William Grant, KOA Denver; Harold Hough, WABP Fort Worth; Willard Schroeder, WOOD Grand Rapids; Frank Gaither, WSB Atlanta; Ralph Evans, WOC Davenport, Iowa, and Willium E. Goetz, KFSD San Diego. Messrs. Gaither, Evans and Goetz are new members.

Garroway Resting After Collapse

NBC-TV personality Dave Garroway Friday was reported "resting comfortably" in New York's Mt. Sinai Hospital after he collapsed on set of *Today* Thursday at 6:45 a.m.—prior to going on air. Mr. Garroway, NBC said, "was completely exhausted" and would remain in hospital through end of this week. Show will continue without substitute star, will be handled by regular cast—Jack Lescoulie, Frank Blair, Betsy Palmer and Charles Van Doren.

Radio, Tv Set Shipments Down

Shipments of radio and tv sets from factories to dealers for first eight months of 1958 are under last year's figures, according to Electronic Industries Assn. Radio shipments totaled 4,229,576 for eight months of current year compared to 4,788,006 in same 1957 period. Radio shipments do not include auto sets. Tv shipments for eight-month period totaled 2,835,045 sets compared to 3,460,100 in same period last year.

DOUBLE TAKE

"Nobody asked us, so we didn't volunteer an explanation," said officials at Gardner Adv., St. Louis-New York, late last week. They were talking about charges by several tv critics that Gardner (for Ralston Purina) had slotted what was supposed to be summer re-run as premiere show in new *Rifleman* series on ABC-TV. Gardner admitted that first Chuck Connors film had received earlier exposure on *Zane Grey Theatre,* but said this was "test" of viewer reaction; apparently there were enough viewers second time to provide satisfactory rating. Gardner also said that use of this episode was necessary to set mood, theme and characterization of subsequent *Rifleman* plots.

Fellows Defends Liquor Stand

NAB's opposition to liquor advertising on broadcast facilities "is in the best interest of the public and broadcasters and the wisdom of this policy has stood the test of time," NAB President Harold E. Fellows said Friday (Oct. 24) in letter to Francis M. Kadow, WOMT Manitowoc, Wis. Mr. Kadow resigned from NAB after criticism of his announced policy of accepting liquor accounts (see page 35).

NAB's policy "has been reiterated again and again by the board of directors," Mr. Fellows wrote. He said Distilled Spirits Institute agrees with NAB's opposition to liquor advertising.

RCA: Gross Up, Net Down

Sales of products and services of RCA and its subsidiaries for third quarter of 1958 rose to $292,199,000 from $288,677,000 in corresponding period of 1957, it is being announced today (Oct. 27) by David Sarnoff, RCA board chairman, and John L. Burns, president. RCA earnings after provision for federal income taxes were listed at $6,254,000 for 1958 third quarter and $8,009,000 for 1957 period. Sales and earnings for first nine months of 1958 were reported at $834,753,000 and $19,787,000, as against $853,667,000 and $28,320,000 for corresponding period last year.

PEOPLE

JOHN L. BEERS, formerly sales promotion manager of Chrysler Corp., Detroit, appointed central division manager of Theatre Network Television Inc., N. Y., closed-circuit company, headquartering in Detroit.

HARRY REESE JR., previously assistant manager, nuclear power department, Curtiss-Wright, Wood-Ridge, N. J., named manager, atomic energy services of RCA Service Co., Camden, N. J.

ROBERT L. FRIEDMAN, formerly with sales staff of Universal Pictures, N. Y., to NTA Pictures Inc., N. Y., as manager of mid-Atlantic division in Washington.

STUART H. GOLDSBOROUGH, formerly district sales manager of ITV Inc., N. Y., closed-circuit tv company, named account executive in Washington, D. C., office of Telestar Films Inc., N. Y., tv film distributor, and **THOMAS E. MATTHEWS JR.,** account supervisor of D'Arcy Adv., St. Louis, appointed account executive in Telestar's St. Louis office.

Five Made VP's at NL&B

Election of five new vice presidents at Needham, Louis & Brorby, Chicago, announced Friday (Oct. 24) by Maurice Needham, president. John F. Whalley, previously controller, business manager and operations director at NBC Central Div., named financial vice president, joining agency Nov. 3. Others named: Charles D. Ewart, account executive; Richard H. Needham, account executive and personnel director; George W. Oliver and Robert F. Steinhoff, account executives and supervisors. Mr. Whalley, with NBC 28 years, succeeds Max D. Anwyl, resigned to enter private business.

Three Accounts on Move

New round of advertiser shifts underway Friday (Oct. 24) included Brown & Williamson Tobacco's du Maurier cigarettes to Ted Bates; Chun-Wong Inc. (frozen Chinese foods) to Compton (Los Angeles office), and Equitable Life Assurance Society of U. S. to Foote, Cone & Belding. Bates already has Viceroy and Kool, both B&W products. Du Maurier, which has used spot radio, formerly was serviced by Erwin Wasey, Ruthrauff & Ryan. Equitable, billing $2-3 million but not broadcast user, was with Kenyon & Eckhardt, moves to new agency Feb. 1, 1959. Chun-Wong had been handled by Mottl & Siteman, Los Angeles.

KFMU (FM) Sold for $100,000

KFMU (FM) Los Angeles sold by Brazy Broadcasting Co. to Sherrill Corwin for $100,000. Background music service not included. Mr. Corwin's other interests: KBAY-AM-FM-TV San Francisco, KFMX (FM) and KEZY (TV) San Diego, KPAX (FM) San Bernardino, fm station in Santa Barbara and 11% of KPRO Riverside, KREO Indio, KROP Brawley and KYOR Blythe, all California. KFMU operates on 97.1 mc with 58 kw.

"MAN, I JUST DON'T DIG THAT KBIG"

Not everyone listens to KBIG. And frankly, we rather enjoy this distinction. KBIG is interested in reaching only a stable, *mature* audience... and we do! 91% *adult* listeners (Pulse, Inc.) in 234 Southern California communities.

KBIG appeals to a *convincible* audience with the ability to *buy* your product.

This is an irresistible value in *profitable* radio coverage at 71% *less* cost than competitive stations!

Radio
Catalina
for all
Southern
California

Santa Barbara
Los Angeles
San Bernardino
San Diego

The *Refreshing* Sound of Radio... 740 kc, 10,000 watts

KBIG

JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Boulevard, Los Angeles 28, California · HOllywood 3-3205

National Representatives: WEED & COMPANY

© 1958 John Poole Broadcasting Co., Inc., Los Angeles, Calif.

For LOCAL Sponsorship—Never Before Such GUEST

The Rosemary

with the Hi-Lo's Nel

Tennessee Ernie Janet

Dorothy Malone Jose

Vincent Price Carol

Gene Nelson Charles Co

Mel Torme Zsa Zsa

Guy Mitchell Hildegarde

many more guest star "greats"!

PREDICTION: A Rosie Future for All Sponsors of These 39 Star-Bright Half Hours on Film . . . All Made Expressly for Local Advertisers.

STARS GALORE in One Wonderful Film Series!

Clooney Show

son Riddle and his orchestra

Leigh Tony Curtis

Ferrer

Julie London

Channing

Cesar Romero

burn Dorothy Kirsten

Gabor

Boris Karloff

Buster Keaton

and

Write, Wire, Phone

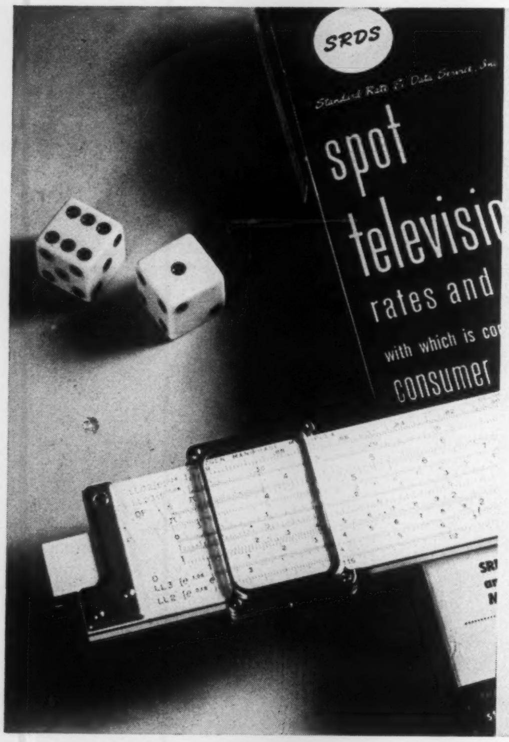
mca tv

FILM SYNDICATION

America's No. 1 Distributor of TV Film Programs

598 Madison Avenue • New York 22, N. Y. • Plaza 9-7500
and principal cities everywhere

EENIE
MEENIE
MINIE
MOE


SRDS
Standard Rate & Data Service, Inc
spot
televisio
rates and
with which is co
consumer

We'd be the last ones to quarrel with timebuying techniques . . . for whether a station is selected by slide rule or rule of thumb . . . whether the facts come out of an electronic computer, S.R.D.S., or someone's hip pocket . . . they add up to the same thing. In Shreveport, KSLA-TV is the station which . . .

. . . always *dominates* the *audience*
. . . operates *full-power* with a *clean, clear* picture
. . . is a BASIC affiliate of the No. 1 Network
. . . promotes *consistently*
. . . programs *imaginatively*
. . . and, carries TWICE as much national spot.

No wonder the method that suits the time buyers best, suits us just fine, too. We come up with many "naturals."

KSLA TV

basic CBS *channel* **12** *shreveport, la.*

Represented by PAUL H. RAYMER CO., INC.

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AN EVENING WITH FRED ASTAIRE

Effortlessly and brilliantly, Fred Astaire demonstrated on his Oct. 17 special the difference between amateur and professional, artisan and artist, apprentice and master craftsman in the field of dance.

From the opening number, in which Mr. Astaire molded his company into varying rhythms like a sculptor, to the climax of "St. James Infirmary," for which trumpeter Jonah Jones sang and played the background for *le maitre* and his lovely shadow, Miss Barrie Chase, each number reflected the taste and precision characteristic of an Astaire production. Only the finale, "It's A Lovely Day," was a disappointment as the star attempted to prove that he could sing and dance simultaneously and failed.

In a medium where deliberate blandness is an inflexible rule, the variety and imagination of *An Evening With Fred Astaire* were intoxicating. The music of David Rose played no little part in the excellence of the show, particularly in his original "Man With the Blues," the number's haunting melancholy blending beautifully with the demi-ballet of Astaire and his company.

Somewhere in the middle of this delightful show, a question materialized: Where has the dance been? Since the days of Sid Caesar and his *Show of Shows,* dancers have been limited to brief spots on Ed Sullivan's vaudeville grab-bag and opening whirls on the *Jackie Gleason Show*. Mr. Astaire, Miss Chase, the entire troupe pointed up vividly what the viewer has been deprived of for too many years.

Production costs: Approximately $215,000.

Sponsored by Chrysler Corp. through Leo Burnett Co., Chicago, on NBC-TV in color and black-and-white, Oct. 17, 9-10 p.m. EST.

Produced by Ava Productions Inc.; producer-director: Alan Yorkin; choreographer: Hermes Pan; music director: David Rose; special material: Herbert Baker.

GINGER ROGERS SHOW

The Ginger Rogers Show on CBS-TV Oct. 15 glided smoothly along in an aura of sentimentalism created by the skillful blending of talents of stars Ginger Rogers and Ray Bolger, singing and dancing to nearly a dozen all-time favorite songs, with guest stars The Ritz Brothers providing their completely daffy brand of comedy.

After her opening dance number, Miss Rogers announced that this is a "fixed variety show" . . . fixed in the sense of serving "just entertainment." What followed was outstanding entertainment.

No talent was wasted in this imaginative hour-long variety show, telecast live from Hollywood's Television City. With Nelson Riddle's sparkling orchestrations, effective settings, excellent writing and sophisticated Pontiac commercials, Miss Rogers' show reflected her glamor throughout.

Production costs: Approximately $200,000.

Sponsored by Pontiac Div. of General Motors through MacManus, Johns & Adams on CBS-TV Wednesday Oct. 15, 10-11 p.m. EST.

Producer: Bob Banner for Bob Banner Productions Inc.; directors: Mr. Banner, Julio Di Benedetto; musical director: Nelson Riddle; dance director: Nick Castle; writer: Joe Stein; art director: Robert Tyler Lee; set decorator: Buck Henshaw; associate director: Joe Hamilton; costume designer: George Whitaker; lighting director: Leard Davis; technical director: Bob Colvin.

BAT MASTERSON

The West's fastest gun must have belonged to Bat Masterson. How else could he have sported those fancy duds—derby hat, gold-headed cane, etc.—and lived. That was more of an invitation to disaster than ordering sarsaparilla at the saloon.

In the series opener, Mr. Masterson, dressed to kill, comes to Tombstone to help a shy, retiring friend run a gambling joint on which the proprietor of the town's competing gambling house is putting the screws.

In what may be a tv first, alternate endings were presented. Both involved a winner-take-all card game between Mr. Masterson and the villain; one was described as the actual historical sequence.

Bat Masterson is an interesting character, ably played by Gene Barry. He is on the side of right but his non-conformist personality and rather heavy-handed methods sometimes alienate men on both sides of the fence. (Not so with women.) Plenty of opportunity for psychological overtones here.

Production costs: Approximately $42,000.

Sponsored by Kraft Foods Div. and Sealtest Div. of National Dairy Products Corp., through J. Walter Thompson and N. W. Ayer & Son, respectively, on NBC-TV Wednesday 9:30-10 p.m. EST. Started Oct. 8.

Producers: Frank Pittman, Andy White; director of premiere: Walter Doniger; assistant director: Bert Glazer; director of photography: Glen MacWilliams; set designer: Robert Kinoshita; editorial supervisor: Donald Tait; film editor: James E. Smith. Filmed by Ziv Television Programs Inc.

SMALL WORLD

The first two Sunday installments of this CBS-TV series proved that patience is a virtue. The initial *Small World* program was merely a good try; the second was a joy to behold.

The ingredients in *Small World* are at once both simple and sophisticated. There is the wonderfully imaginative program concept: a four-way, short-wave and telephone conversation crossing continents and spanning thousands of miles while separate camera crews record the faces of the conversationalists at four locations.

On the first *Small World* edition, guests were Prime Minister Jawaharlal Nehru in New Delhi, novelist Aldous Huxley in Italy, and politician Thomas E. Dewey in Maine. The topics discussed were timely and important, but the show just didn't get off the ground. Little was said during the entire half hour which hadn't been said more

Call Bob Brown
KBTV
Channel 9
Denver - Colorado
AMherst 6-3601
or your nearest
P.G.W. Colonel
for the most exciting
60 second availabilities
in "A" time in Denver!

KBTV a Channel 9
DENVER'S FAMILY STATION
John C. Mullins. Pres. Joe Herold. Sta. Mgr.
Represented Nationally by
Peters. Griffin, Woodward, Inc.

PROOF OF ACCEPTANCE *From Very Latest Nielsen*

WCCO Radio
listeners than
Minneapolis
stations...

THAT'S NOT ALL!

Nielsen Station Index for July-August 1958 Also Shows:

***During the Day . . .**
WCCO Radio has more listeners than all other Twin Cities stations combined! A 50.4% share of audience with 51,900 families for the average daytime quarter-hour.
(Station total, 6 AM — 6 PM, Mon.-Fri.)

***Among Adults . . .**
WCCO Radio is the solid leader with a 56.9% share of the adult audience. Nearly one-third more than all other stations combined!
(Station total, 6 AM — Midnight, Mon.-Fri.)

***In the Metro Area . . .**
WCCO Radio shows its overwhelming dominance with 391 quarter-hour wins. Four times more than all other stations combined!
(Metro area, 6 AM — Midnight, 7-day week)

o has more

n the next five

s • St. Paul

. **combined!**†

**Nothing sells like acceptance . . .*

WCCO Radio

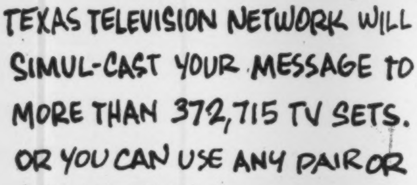
MINNEAPOLIS • ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

† Nielsen Station Index, July-Aug., 1958 / Station Total, 6:00 AM-Midnight, 7-day week.

AUTOMATIC COVERAGE DISPENSER (SPECIES: UNI-GRAPHIC TRIPOD)

IT'S THE EASY, ECONOMICAL WAY TO COVER THE UPPER, LEFT-HAND HUNK OF RICH RICH TEXAS. WITH ONE COMBINATION BUY, WEST TEXAS TELEVISION NETWORK WILL SIMUL-CAST YOUR MESSAGE TO MORE THAN 372,715 TV SETS. OR YOU CAN USE ANY PAIR OR ANY INDIVIDUAL STATION!



K/DUB stations

KDUB-TV
LUBBOCK, TEXAS

KPAR-TV
ABILENE - SWEETWATER

KEDY-TV
BIG SPRING, TEXAS

W. D. "Dub" Rogers, President & Gen. Mgr.
John Henry, National Sales Manager
R. S. "Bud" Nielsen, General Sales Manager

NATIONAL REPRESENTATIVES THE BRANHAM COMPANY

tellingly three dozen times before. The talk between Messrs. Nehru, Dewey and Huxley was sober, civilized and totally undistinguished.

Fortunately, the second offering developed the *Small World* possibilities more effectively. Nobel Prize philosopher Bertrand Russell in London, scientist Willard Libby of the Atomic Energy Commission in Washington and Indian atomic chief Homi J. Bhabha in Paris chatted with Edward R. Murrow on hopes and fears of the atomic age. Here, there was less restraint than on the first show and some sparks really flew. Something of a controversial subject was even broached: the world's population problem.

In sum, *Small World* has a future bounded only by the limits of modern broadcast technology and the verve of its participants.

Production costs: Approximately $27,000.

Sponsored by Olin Mathieson Chemical Corp. through D'Arcy Adv. and Renault Inc. through Needham, Louis & Brorby Inc. (alternate basis first 12 weeks after which exclusively by Olin Mathieson) on CBS-TV, Sunday, 6-6:30 p.m. EST. Started Oct. 12.

Produced by Edward R. Murrow and Fred W. Friendly; moderator: Mr. Murrow; associate producer: Palmer Williams; film editors: William P. Thompson, F. Howard O'Neil, Miller Lerner.

LITTLE WOMEN

An old story and some new tunes combined Oct. 16 to provide an hour of pleasant televiewing, at least for those to whom *Little Women* is a fond recollection of a long-departed childhood. In adapting Louisa May Alcott's classic text for tv, Wilson Lehr selected exactly the right incidents: papa's letter from his Civil War post to his "little women" at home in New England, Marmee's dramatic departure to his hospital bedside in far-off Virginia, the ball, Meg's romance and Beth's illness (which on tv ended in recovery, not death). In his songs, Richard Adler emphasized the mood of each dramatic action without ever intruding. The opening "How Do You Write a Book?" was particularly adroit in providing an easy introduction to the various members of the March family and establishing Jo as the family historian.

The dynamic Jo, as interpreted by Jeanne Carson, dominated the telecast as she did the book. Her spirited rendition of "I'm the Man of the Family" was easily the high spot of the hour. Florence Henderson's Meg was softly romantic, especially in her solo "Does It Show?" Zina Bethune, as Amy, had her moment in the gay "Why Not?" Margaret O'Brien was sweetly serious as the over-generous Beth. Opera diva Rise Stevens proved her acting ability in the role of Marmee and displayed her vocal technique in "The Letter."

Production costs: Approximately $200,000.

Sponsored by W. A. Sheaffer Pen Co. through BBDO on CBS-TV, Oct. 16, 8:30-9:30 p.m. EST.

Produced by Talent Assoc.; executive producer: David Susskind; producer: Albert Selden; director: William Corrigan; musical director: Hal Hastings; choreographer: John Butler; set designer: Bob Wade.

ANN SOTHERN SHOW

Miss Sothern has done a craftsmanlike job these past years on tv and it's good to see her move ahead from *Susie,* the secretary, to Katy O'Connor, assistant manager of a city hotel. It's good, too, to see her old colleague, the timorous Ann Tyrrell who plays Olive on the hotel's clerical staff.

In addition to the old 9-to-5 team of Sothern and Tyrrell, the new series introduces solid comic talent in the persons of Ernest Truex as a hen-pecked innkeeper and Jack Mullaney as a bell hop-psychology student. Jacques Scott as a European desk clerk and Reta Shaw as the formidable wife of Mr. Truex also collect their laughs.

The new series probably won't offer any starting innovations but it promises to be another serviceable property.

Production costs: Approximately $37,500.

Sponsored by General Foods Corp. through Benton & Bowles on CBS-TV Monday, 9:30-10 p.m. EST. Started Oct. 6.

Filmed by Desilu Studios, Hollywood; executive producer: Desi Arnaz; producer: Arthur Hoffe; associate producer: Jack Aldworth; director: Oscar Rudolph; writers: Robert Weiskopf, Robert Schiller.

MAN WITH A CAMERA

A weak punch in Friday night tv has been thrown by ABC-TV in *Man With a Camera.* The talk is tough and smacks of the streets; its sentimentality, drivel-ish. Distinguishing this series from others suffering from Mickey Spillane-itis is the hero packing camera rather than pistol.

In Charles Bronson we have a John Garfield-type hero whose features are chisled out of rock. This one brushes against evil men in all sorts of wicked enterprises. In the first film, "Second Avenue Assassin" or maybe it should have been "Man With a Mouse" (the kind that boxers wear)—freelance photographer Mike Kovac attempts to pull from the fire a contending middleweight who is being pressured into fight fixing. Cameraman Kovac tries to help by shooting a conference attended by a sunglassed racketeer and almost gets his head blown off in a chase that follows.

Other than look the part of a fellow who ought to be a standout in a rough and tumble, city street brawl, Mr. Bronson is not asked to show talent. Neither writers nor the producer-directors were able to come up with anything imaginative or different; the plot was outrageously limp and the production passing. *Camera* has a long way to go if the first program is indicative or representative of the series.

Production costs: Approximately $34,000.

Sponsored by General Electric (photo lamp department) through Grey Adv. Agency on ABC-TV Friday, 9-9:30 p.m. EST. Started Oct. 10.

Executive producer: Warren Lewis; producer: A. E. Houghton Jr.; director: Gerald Mayer; writer: William Fay; Warren Lewis-Don W. Sharpe production.

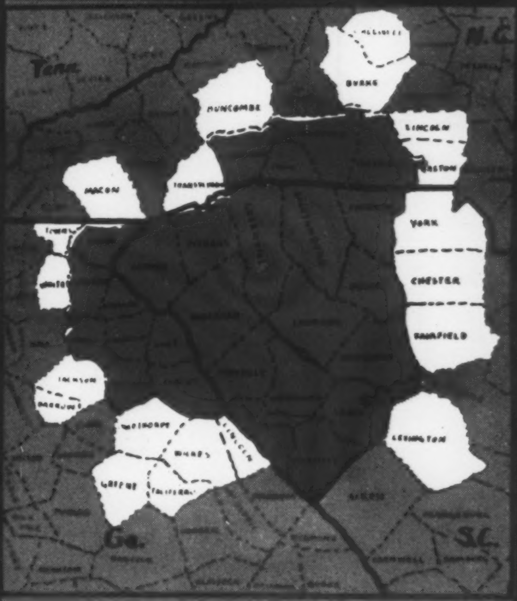
NIELSEN No. 3 Reports :-

WSPA-TV COVERAGE IN 46 COUNTIES

Total Homes
In Area
445,800

Total TV Homes
323,490

Retail Sales
In Area
$1,354,753 000


Tenn.
N.C.
BURKE
BUNCOMBE
LINCOLN
MACON
YORK
CHESTER
FAIRFIELD
JACKSON
LEXINGTON
LINCOLN
GREENE
Ga.
S.C.

26 Red Counties
Exceed 40 Percent

WSPA-TV Weekly Circulation **205,070** Homes

CBS FOR THE SPARTANBURG - GREENVILLE SUPERMARKET

WSPA-TV 7

SPARTANBURG, S. C.

GEO. P. HOLLINGBERY National Representatives

"... And it must follow as the night the day..."

Hamlet, Act I, Scene 3

NIGHT: As Trendex reported recently, the latest complete and non-fractionalized nighttime returns (full week of October 8-14, 7:30-10:30 pm) show NBC the leading network with an audience 6% greater than the second network and 35% greater than the third.

DAY: And now Trendex returns are in for the first week of three-network daytime competition, ending October 17. They show that in *all* those periods where the three networks directly compete, NBC leads the second network by 11% and the third network by 61%. They also show: in those seven periods where the third network has introduced new daytime programs for the first time, NBC has increased to 40% its share of total audience, leading the second network by 17% and the third by over 200%. (The third network's new programs lost 49% of the audience share previously built up by their affiliates locally.)

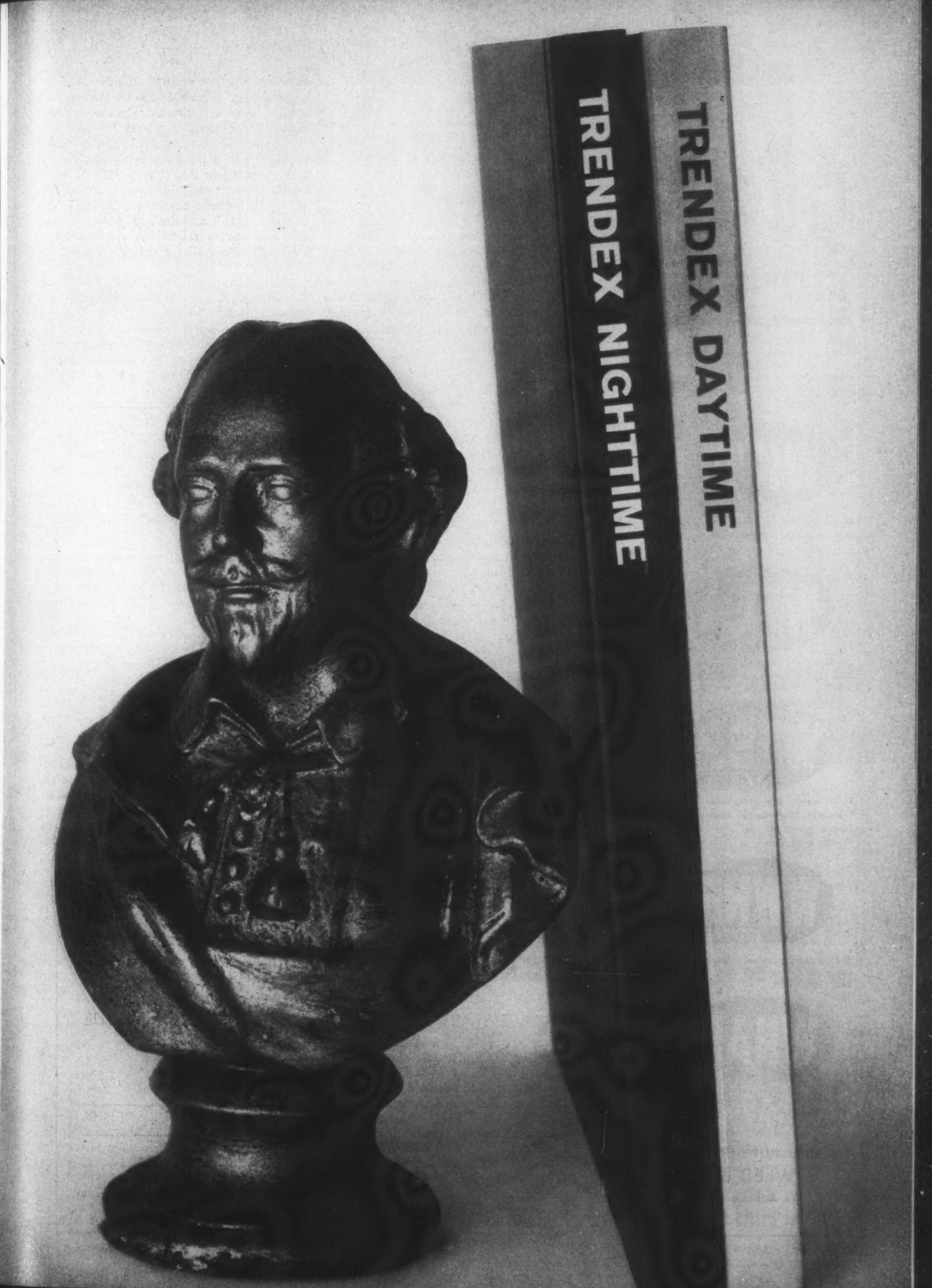
More significant than any network's competitive standing is the fact that both day and night are producing ever-increasing audiences for television. Over the last year total daytime viewing has increased 13%, surpassing even the pace of nighttime audience growth. Again, we offer our congratulations to those who have contributed to this dynamic record of growth.

With competition intensifying daily, with NBC and CBS in a neck and neck race for audience supremacy*, "it must follow as the night the day" that the American people are in for the most rewarding, most satisfying season of viewing in television's history.

NBC TELEVISION NETWORK

***In the interests of the integrity of industry research and the fair use of Trendex rating data, we feel obligated to quote from a letter dated October 22, 1958 and signed by Robert B. Rogers, Executive Vice-President, Trendex, Inc.:**

"In regard to the ABC-TV advertisement which appeared in 'Variety' on Wednesday, October 22nd...the inference that the figures produced during the week of October 8-14 for NBC-TV are not comparable to those produced during October 1-7 for the industry is inexcusable, and we certainly intend to bring this to the attention of ABC-TV officials."


TRENDEX NIGHTTIME
TRENDEX DAYTIME

6 to 60

Sell'em All

with

RADIO RAHALL

Rahall Stations attract every age group 6 to 60 with every catagory of programming . . . news, music, sports and public service events. Your product is sold by top personalities . . . on these top-rated Hooper and Pulse stations.

WKAP
ALLENTOWN, PA.

Again #1 Hooper, May and June, morning and afternoon. Try the afternoon show 4 to 6 p. m. with Dopey Duncan and Bob Newman.

WFEA
MANCHESTER, N.H.

Top Pulse, Manchester, Concord, Nashau markets. Morning shows 5 to 10 a.m. with Chuck O'Neill and Norm Bailey.

WTSP
ST. PETERSBURG FLA.

5000 watts, top personality station in the Tampa-St. Petersburg markets. The major league game of the day station for the Florida west coast.

WWNR
BECKLEY, W. VA.

#1 Hooper, morning, noon and night. Morning shows 5 to 9:45 a.m. with Russ Cooke and Gary Dent.

WNAR
NORRISTOWN, PA.

Top Pulse in rich Montgomery County market. Morning shows 6 to 9 a.m. with Tony Bekas and Don Jones.

sold nationally thru
WEED & CO.
Joe Rahall, President
"Oggie" Davies, Gen. Manager

Dean's List

EDITOR:

It is good to know that your powerful influence is on the side of editorializing.

H. V. Kaltenborn
New York

The 1958 Yearbook

EDITOR:

Today we received our copy of the 1958 BROADCASTING YEARBOOK. I want to compliment your organization on the tremendous improvement in the handling of this vast amount of information. There is no doubt but that this is one of the most fascinating, informative and practical YEARBOOKS that we could ever hope to receive.

It is so clearly designed for easy readership that I virtually read it from cover to cover in a couple of hours. We are very certain it will find much use over the coming year.

Stanley G. House, President
House & Gerstin Inc.
Washington, D. C.

EDITOR:

Congratulations on the 1958 BROADCASTING YEARBOOK. Not only does it have a smart new typographic look and format, but the additional wealth of information you've added to the normal updating of historical facts makes it even more valuable.

Gene Seehafer, Account Executive
Needham, Louis & Brorby
Chicago

Speak for Yourself

EDITOR:

First, I would like to congratulate the editors of BROADCASTING for their fine editorial [Oct. 20] on the future of uhf. Not many people these days are looking beyond the scare headlines emblazoned in the average press. I am thankful that the responsible editors of your magazine have recognized the eventual need for the uhf channels in the future.

Second, I would like to take strong exception to comments concerning uhf in the Springfield-Holyoke market made [in that same issue] by William Dwight of WHYN-TV. His statement to the effect that a uhf station in that area "cannot long continue" if vhf is permitted in the Hartford area is pure hogwash. To set the record straight as a uhf operator in the Springfield-Holyoke area, I would like to say that despite the many setbacks uhf has suffered, it still is far from being dead. And I can assure you that if I felt that WWLP could not survive vhf competition from Hartford, I would not have added another station, WRLP, nor the two translator stations we operate in northwestern New England, nor would I have revived WWOR in Worcester.

That fact that Springfield Television Broadcasting Corp. will gross more than $1 million in sales for the second year in a row should be ample evidence that we have provided and can continue to provide successful competition to vhf stations in our market. When Mr. Dwight spoke about uhf, he could only have been speaking from WHYN-TV's standpoint and not from the standpoint of either the uhf industry or stations WWLP and WRLP.

William L. Putnam, President
Springfield (Mass.)
Tv Broadcasting Corp.

Anniversary Salute

EDITOR:

Congratulations and best wishes on your 28th year of publication [Oct. 15]. Of all the trade journals I have followed over more than 20 years interest in the broadcasting field, I must say that for real news, comment, pictorial presentation and direction, I have felt you to be No. 1 in the field.

A. A. McDermott
Radio & Tv Sales Inc.
Toronto-Montreal

Anthology Entry

EDITOR:

I am editing an anthology on mass communication and would like very much to reprint your report, "Educational Television: 5 Years and $60 Million Later" [BROADCASTING, Nov. 11, 1957]. The Free Press of Chicago will publish the textbook this coming winter.

Patrick D. Hazard
U. of Pennsylvania
Philadelphia

[EDITOR'S NOTE: Permission granted.]

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

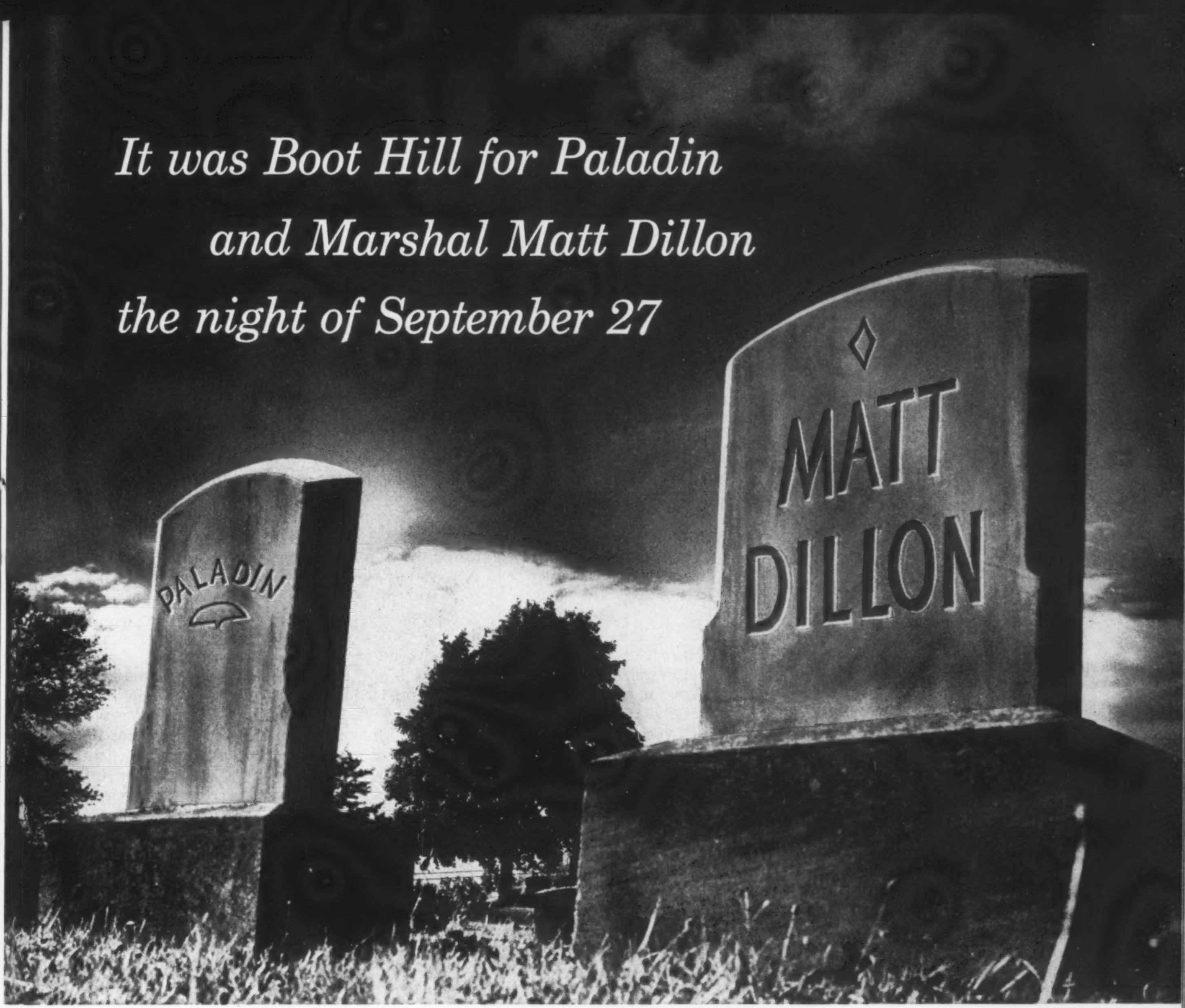
PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name ____ title/position*
company name ____
address ____
city ____ zone ____ state ____
Please send to home address — —

* Occupation Required

It was Boot Hill for Paladin and Marshal Matt Dillon the night of September 27



It takes pretty rugged programming to drop those two fellahs in their tracks, but that's exactly what WOOD-TV did on the night of September 27, 1958. WOOD-TV scheduled MGM's "Boom Town". Gable, with able support of Tracy and Colbert, upstaged the gunslingers but good.

WOOD-TV has glommed onto the Paramount, Warner Bros. and the Lion's share of the MGM package. And to celebrate, we ran a humdinger of a film festival on September 27 — "Boom Town", "Road To Morocco" and "To Have And Have Not" from 9 P.M. until everyone just plumb dropped in their tracks.

Coincidental checking* from 9:00 to 10:30 P.M. awarded "Boom Town" 48% of the audience — a higher share than any other station in the area — including the one carrying the usually top-audience oaters.

Features from Warner Bros., MGM and Paramount are scheduled on a daily basis for WOOD-TV's Channel 8 Theatre (10:45 P.M. Monday thru Friday; 11:15 P.M. Saturday and Sunday) and on Channel 8 Matinee (1:00 P.M. Monday thru Friday).

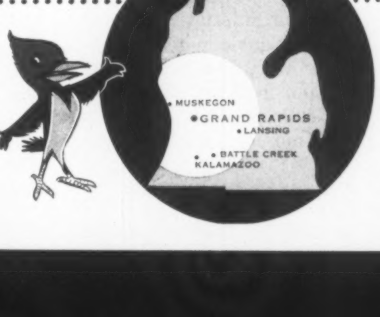
Put your spot minutes in Western Michigan on the only station that has the top features — the only station that delivers top audience on its movies 52 weeks of the year.

Katz will sell you a schedule right now that will satisfy you — call them.

WOOD-TV is first — morning, noon, night, Monday through Sunday — May '58 ARB Grand Rapids

WOOD-AM is first — morning, noon, night, Monday through Sunday — April '58 Pulse Grand Rapids

**Conducted by Western Union in Grand Rapids, Kalamazoo, Battle Creek and Lansing, 9:00 to 10:30 P.M. Result — WOOD-TV, 48% share, WKZO-TV, 41% share, WJIM-TV, 11% share.*



WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.

BROADCAST
TO
Oakland County
PONTIAC
MICHIGAN
A
CONCENTRATED
MICHIGAN AUDIENCE
WPON
serving
A
Billion Dollar
Market
1st
IN PONTIAC HOOPER

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958
CONTACT
VENARD RINTOUL & McCONNELL, INC.
Associated with Lansing's
WILS
music news sports

OUR RESPECTS

to James Henry Quello

In the view of Jim Quello, it's no mere coincidence that commercial stations known for outstanding public service invariably do well at the cash register, too. He believes simply—and avidly—that "good public service is good business," a credo identified with WJR Detroit, The Goodwill Station.

Mindful of his record for active participation in industry and civic affairs, the 69-station Michigan Assn. of Broadcasters last September elected Mr. Quello president for 1959. It was another milestone in the busy career of WJR's program and public affairs manager.

The MAB presidency seems vested not only in capable but dedicated hands, judging by his track record. For the past five years, Mr. Quello has served as the association's legislative chairman, helping coordinate efforts designed to avert state government restrictions on beer and cigarette advertising in radio-tv. Mr. Quello also initiated MAB's first good will dinner for state legislators three years ago, the better to acquaint them with industry problems.

Mr. Quello's credo is well suited to WJR's operational philosophy. Colleagues and other friends credit him with a keen sense of program values, an extensive background in publicity-promotion, and a practical common sense approach to the daily problems of program management. At WJR he heads up a 52-man program and public affairs department.

His credo might be summed up this way: "Public service in its broadest terms is a many aspect thing . . . service to listeners (and consumers) by scrupulously policing your advertising, service to your clients through conscientious and skilled counsel on the use of media, establishing a personality as a good neighbor with a highly-developed civic consciousness—supporting civic and welfare and educational campaigns, performing many vital information services every day, impartially educating the public on current social and economic problems, promoting better human relations. All this is not only worthwhile, but essential. There is no doubt that public service pays in increased community and audience acceptance, in increased listener believability, in prestige and stature. . . ."

Likable Jim Quello practices what he preaches. He is president of the Detroit Housing Commission for the second time, member of the board of trustees of the $50 million Michigan Veterans' Trust Fund, radio-tv chairman of the United Foundation Torch Drive in Detroit; and a member of the Detroit Committee on Aging, Michigan Veterans of Foreign Wars, American Legion, Detroit Round Table, advisory council for the Mayor's Committee on Human Relations, the Detroit Tomorrow Committee, Detroit Adcraft Club, and the advisory committee for Michigan Economic Development Bureau. It's apparent, as he points out, that civic leaders active on public service projects are "invariably your business and industrial leaders, too."

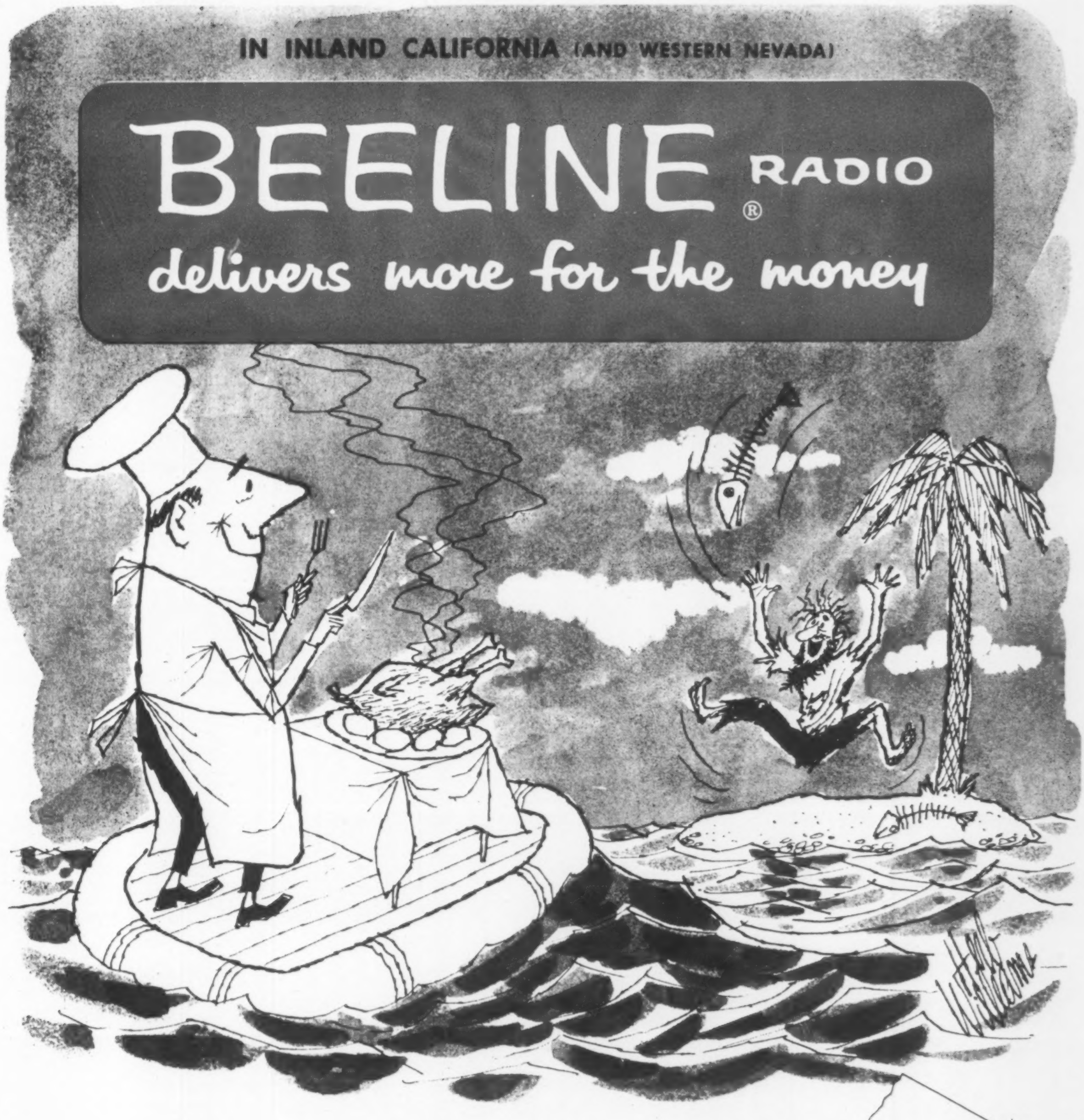
These varied activities, plus a general affection for people, have won both James Henry Quello and WJR a host of business, advertising and civic friends. And the WJR concept of programming comes naturally to the man who was born in Laurium in the Upper Michigan Peninsula some 43 years ago (April 21, 1915). Jim attended Calumet High School in Calumet and got his ground experience as a newscaster at WKAR East Lansing, in the early thirties. He was graduated from MSU in 1935, majoring in journalism and education.

Entering the service in September 1940, Mr. Quello put in 32 months overseas and was decorated with the Bronze star (with cluster), Croix de Guerre, seven campaign stars and combat infantry badge and discharged with rank of lieutenant colonel in November 1945.

Mr. Quello joined WXYZ Detroit that year as publicity manager for the station and two radio series, *The Green Hornet* and *The Lone Ranger*. In July 1947 he moved to WJR as publicity and sales promotion manager and later became advertising and public relations director. He was appointed in August 1957 to his present post at WJR, headed by John F. Patt, president, and Worth H. Kramer, executive vice president and general manager.

"Good public service is definitely not only good business but, even more important, it brings the inward satisfaction of fulfilling a worthwhile purpose in life . . . and the gratifying experience of being proud of your industry . . . of your company and the part you play in it," says Mr. Quello with a twinkle in his eye.

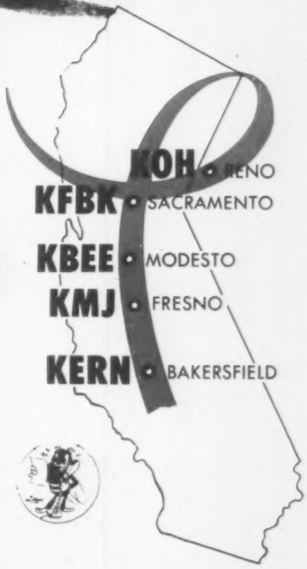
He married an MSU co-ed, the former Mary Elizabeth Butler; they have two children, James M., 20, and Richard, 15, and live in Gross Pointe Park. Mr. Quello's favorite sports are golf and tennis. He still competes in local tournaments. He also has become a tropical fish hobbyist ("a more effective tranquilizer than pills")—in what he laughingly calls "my spare time."


IN INLAND CALIFORNIA (AND WESTERN NEVADA)
BEELINE® RADIO
delivers more for the money

This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . *at by far the lowest cost-per-thousand.*
(Nielsen & SR&D)

Beeline stations lead in programming, too. In news programs, for example, Beeline stations lead in their individual markets with locally produced shows. Beeline radio news editors coordinate closely with McClatchy newspapers to bring listeners complete up-to-the-minute coverage.

McClatchy Broadcasting Company


KOH • RENO
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KBEE • MODESTO
KMJ • FRESNO
KERN • BAKERSFIELD

Sacramento, California
Paul H. Raymer Co.,
National Representative

INVEST

Your Money Where The Payoff Is Best!

KJEO-TV serving the billion dollar rich Fresno and San Joaquin Valley now offers you choice program time segments and excellent 10, 20 and 60 second spots that not only give you low cost per thousand but will give your clients INCREASES IN SALES! Call your H-R man NOW for the HOTTEST avails.

In Louisville

it's **WAVE-TV**

for

- BALANCED PROGRAMMING
- AUDIENCE RATINGS
- COVERAGE
- COSTS PER THOUSAND
- TRUSTWORTHY OPERATION

NBC AFFILIATE
NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES

WFIE-TV, Channel 14, the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.

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BROADCASTING* TELECASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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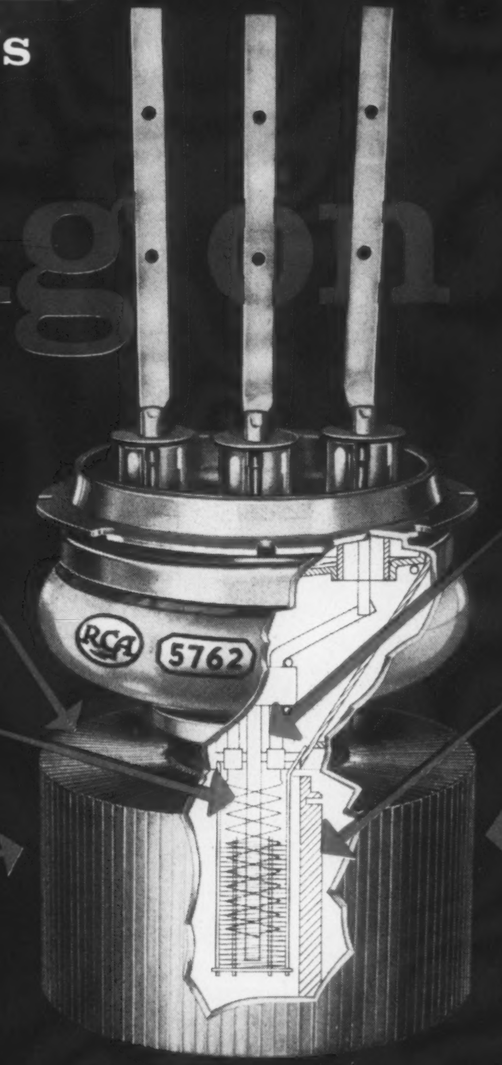
*Reg. U. S. Patent Office

Copyright 1958 by Broadcasting Publications Inc.

It's the "built-in" engineering details that make RCA-5762's long on life



LOUVRED-FIN radiator provides more cooling for a given air flow than a straight-fin type.

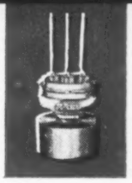
FILAMENT IS "CARBURIZED" in an atmosphere which utilizes liquid-nitrogen-cooled hydrogen (−392°F) for super purity.

ENTIRE TUBE is "spot-knocked" at tens of thousands of volts to reduce internal electric leakage.

GRID AND SUPPORT ASSEMBLY is "vacuum fired" at more than 1700°F for maximum freedom from gas.

ELECTRO-POLISHED ANODE reduces internal arcing in this time-proved power triode.

LONG LIFE is assured by leak-detection analysis utilizing the mass-spectrometer principle during manufacture.

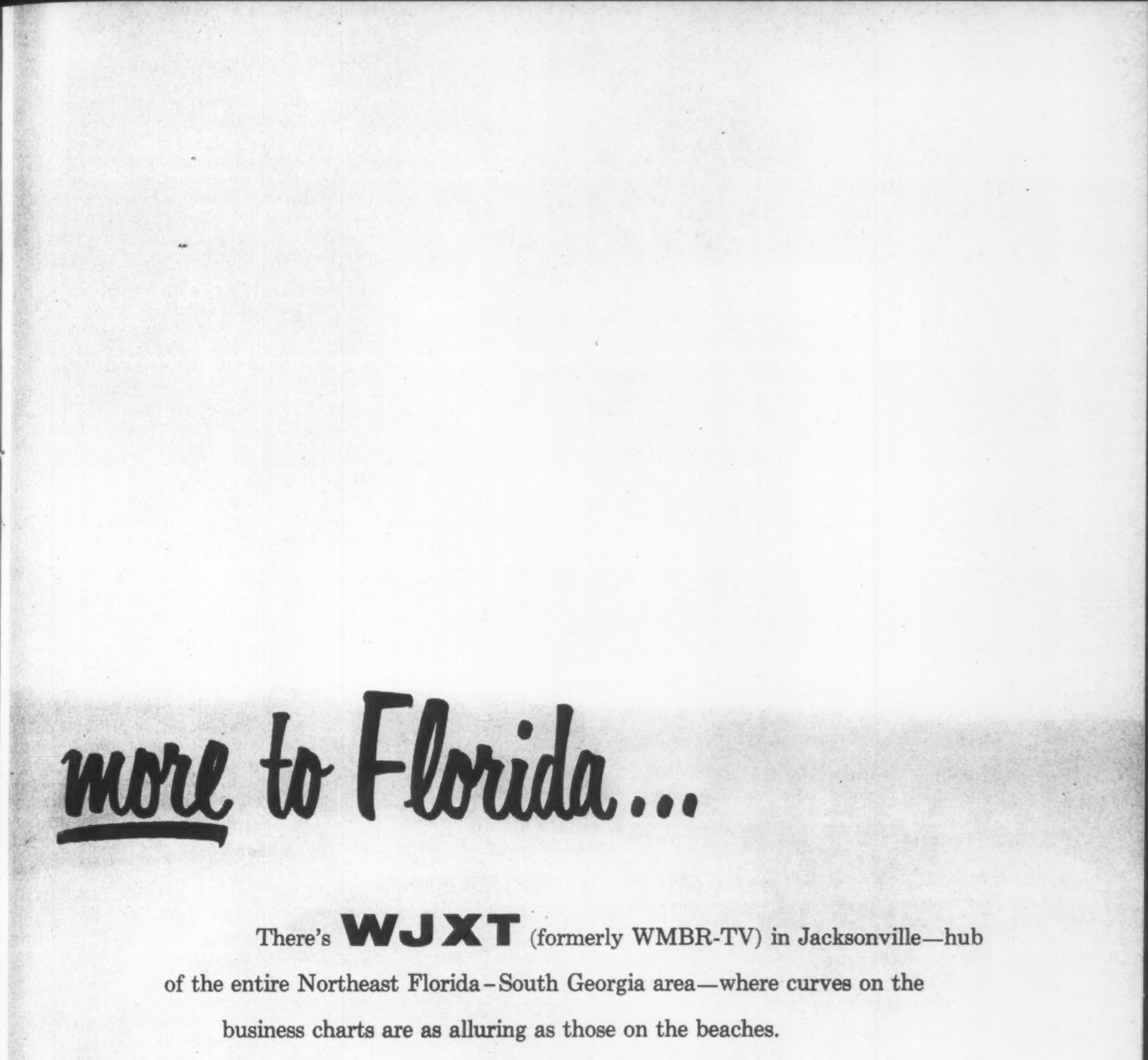


Long life and stable performance of RCA power tubes are a result of more than two decades of experience in designing and building tubes for transmitters at all commercial power levels. Take the RCA-5762, for example. The time-proved original design of this famous power triode has withstood severe tests over many years of on-air operation. Kept up-to-date with the most modern techniques, this high-quality power tube is today a better investment than ever.

To get all the hours of tube life you pay for, go RCA. For prompt service, all it takes is a phone call—to your RCA Industrial Tube Distributor.

RADIO CORPORATION OF AMERICA
Electron Tube Division ***Harrison, N. J.***

There's



There's **WJXT** (formerly WMBR-TV) in Jacksonville—hub of the entire Northeast Florida-South Georgia area—where curves on the business charts are as alluring as those on the beaches.

WJXT dominance is *one-sided.* Nine of the top ten network programs (and all the top ten local programs) are on WJXT.

WJXT serves 66 Florida and Georgia counties . . . 38 more counties, 66% more television homes than the competing station in Jacksonville. In fact, WJXT *leads the entire nation* in share of audience for a two station market!

The only possible conclusion: there's more, *much* more to **WJXT 4**

Jacksonville, Florida

An affiliate of the CBS Television Network

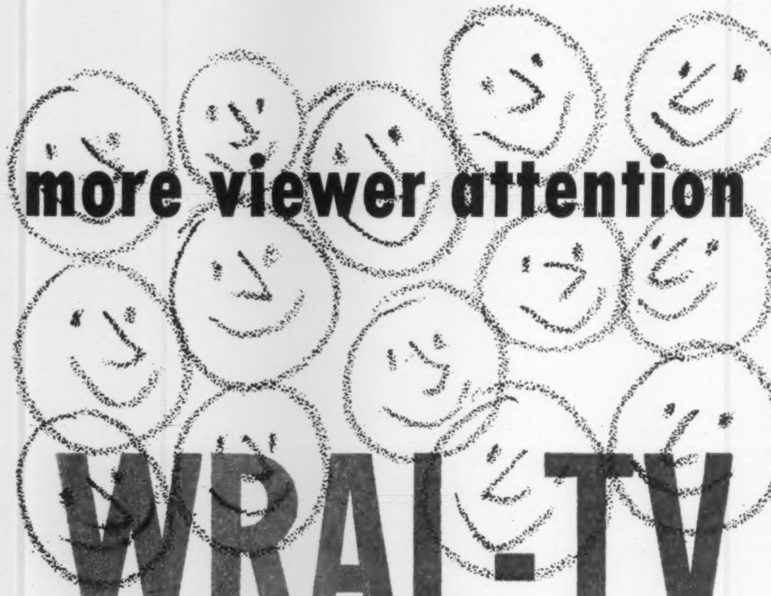
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales

Sources: latest ARB; NCS # 3

LESS PROGRAM DUPLICATION

means



WRAL-TV

Radiating Effectively from the RALEIGH - DURHAM AREA

In the most densely populated section of its coverage, WRAL-TV has unduplicated NBC programming.
Exclusive program features also keep viewers throughout the area tuned to WRAL-TV, Channel 5.
Such programming is one of the important reasons why WRAL-TV has the top rating record in the thriving Raleigh-Durham market.
Another important asset is the Capital city location, center of attention for all Tarheels.
All this makes a powerful setting for your selling messages.
Are you on?

4-CAMERA MOBILE UNIT • VIDEOTAPE RECORDER • LARGE NEW STUDIOS

WRAL-TV

Serving the area from Greensboro to the coast, from Virginia to the South Carolina line—a total of more than 2 million population

CAROLINA'S Colorful CAPITAL STATION

FULL POWER CHANNEL 5
NBC AND LOCAL COLOR

Fred Fletcher,
Vice Pres. & Gen. Mgr.
Raleigh, North Carolina

REPRESENTED BY
H-R, INC.

IN PUBLIC INTEREST

HELPING HAND • WCSH Portland, Me., extended a helping hand to the local American Legion's drum and bugle corps when it needed additional funds for a trip to the Chicago American Legion Convention. WCSH contributed its entire 78 rpm record library for sale at 10 cents per record. The $250 raised put the travel fund over the top.

EDITORIAL STAND • WTWN St. Johnsbury, Vt., recently received plaudits of local civic organizations for its strong editorial stand in favor of a highly controversial local bond issue. The station supplemented its editorials with telephone question and answer forums and interviews. The local newspaper took no stand on its editorial pages. The bond issue passed by a 7-1 ratio.

TRANSIT MONEY • WRCA-TV New York commentator Leon Pearson made a plea recently on behalf of a woman subway change booth clerk who had been robbed while on duty. She would have had to make good the loss from her own pocket. But viewer donations of $188 relieved her of her problem.

RADIO FARM • KBEE Modesto, Calif. has turned its 10 acre transmitter site into a field laboratory for Modesto Junior College. The school's agriculture department uses the land as a pasture to supplement lessons taught in the classroom.

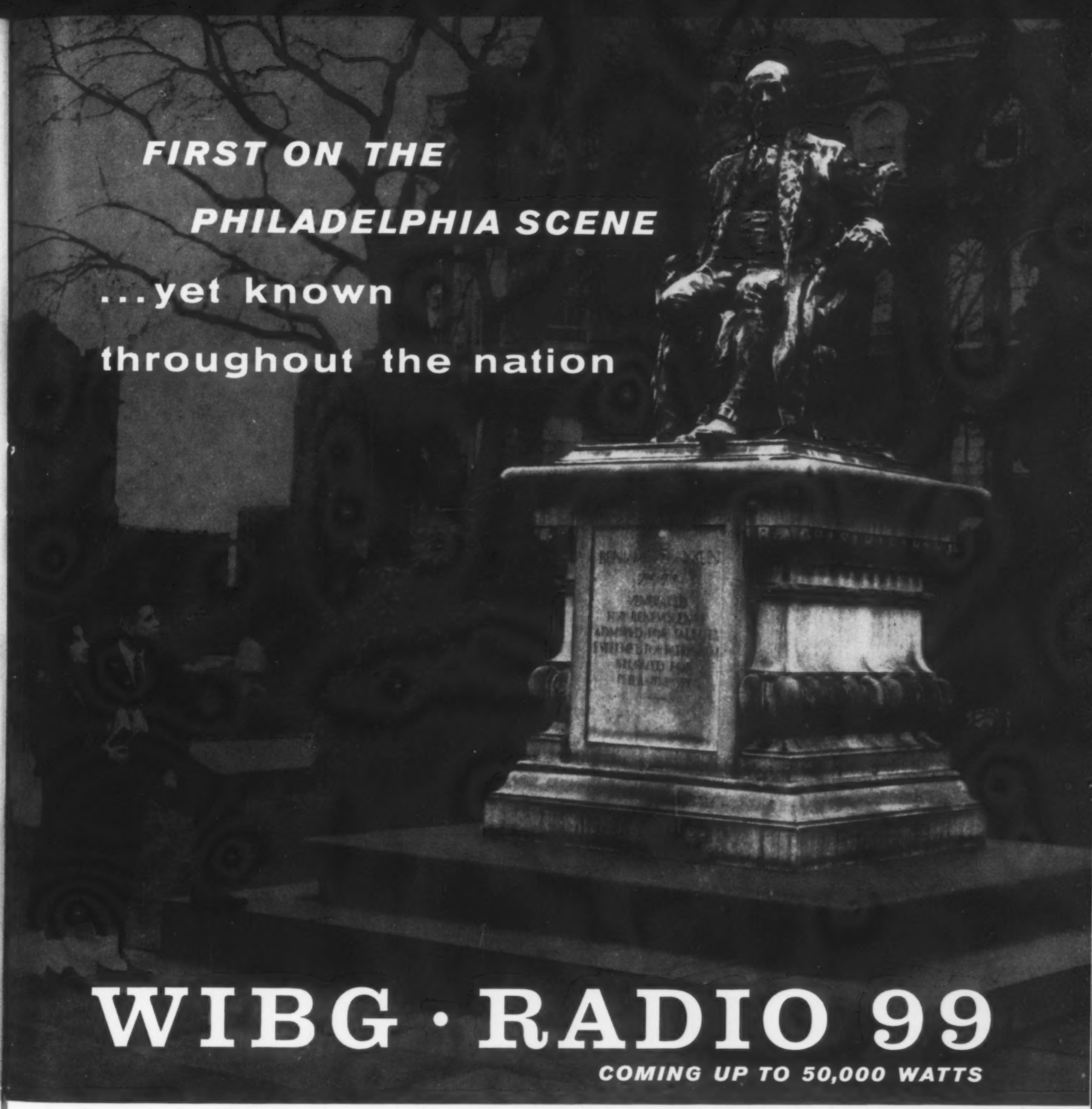
TWO BIT RECORDS • WDGY Minneapolis listeners are requesting their "favorite hits for just two bits." D.j. Bill Diehl plays requests in return for contributions for the Minnesota Assn. for the Mentally Retarded.

RECORD DONATION • WPEN Philadelphia donated 5,000 record albums to United Fund recreation agencies. The agencies will use them for music appreciation classes and dances.

FILE '58 • WSUN St. Petersburg, Fla., has allocated a daily 15-minute time segment for public service broadcasts. Mondays are devoted to the county medical society, questions concerning Social Security are answered on Tuesdays, while local attorneys are in Wednesday's spotlight. On Thursdays, the fire and police departments share broadcast time, and a variety of community agencies including Civil Defense present their stories on Fridays. Public Service Director Dayt Saltman moderates the series.

GIANT THERMOMETER • WOW-TV Omaha, Neb., is using its antenna tower as a unique measuring device to indicate the success of the local United Red Feather-Red Cross Drive. Strings of lights on the tower are lighted to represent the percentage of the city's goal that has been reached. When the drive hits the top, a total of 600 lights will be ablaze.

ICE CREAM STICKS • WASA Havre de Grace, Md., collected over 27,000 ice cream sticks for the Harford County Tuberculosis Assn. during a four week contest. The sticks are used to make baskets and other items in patient therapy.


FIRST ON THE
PHILADELPHIA SCENE
...yet known
throughout the nation
WIBG · RADIO 99
COMING UP TO 50,000 WATTS

Philadelphia...1779: Benjamin Franklin founded the nation's FIRST designated University—the University of Pennsylvania!

Philadelphia...1958: WIBG-RADIO 99 is FIRST in total rated time periods, Monday through Saturday, and LOWEST in cost per thousand, too—according to Professor PULSE (July-August, 1958)!

. . . Add to this leadership the believability provided by responsible Storer Radio management and you have a selling effectiveness that can't be matched in this market.

WIBG

A STORER STATION RADIO 99 ON YOUR DIAL

Call Joe Conway or your nearby KATZ man for the profit-making facts.

STORER BROADCASTING COMPANY

Storer Radio

WIBG	**WWVA**	**WAGA**	**WGBS**	**WSPD**	**WJW**	**WJBK**
Philadelphia	Wheeling	Atlanta	Miami	Toledo	Cleveland	Detroit

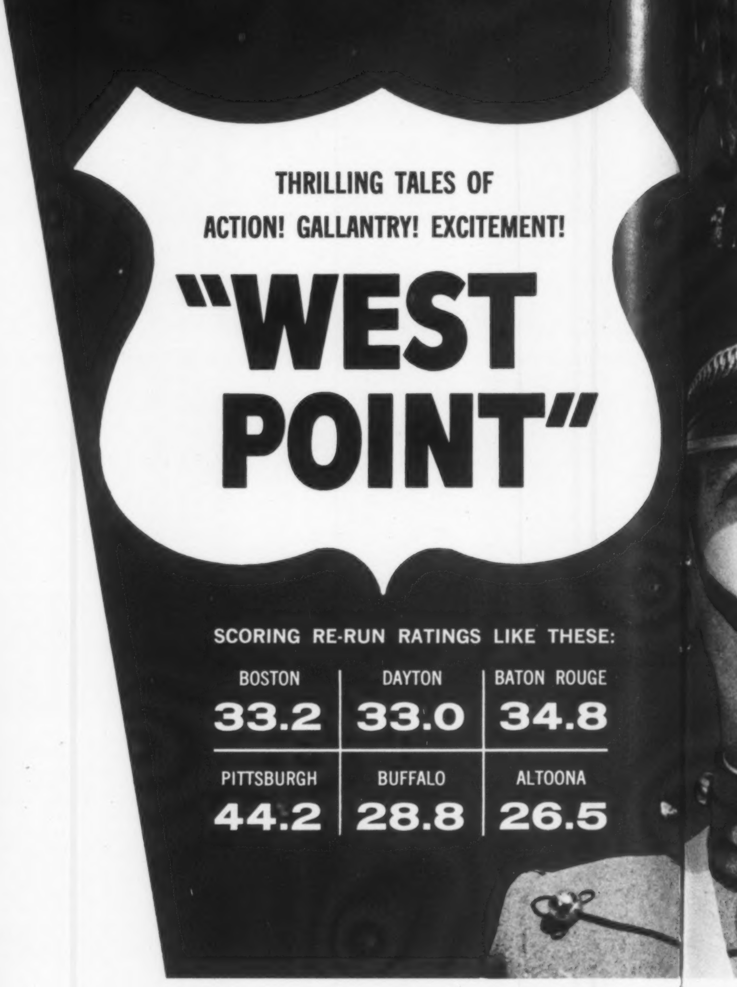
BOUGHT

BY STATIONS AND ADVERTISERS WHO WANT...

SMASH RE-RUN RATINGS

AND RESULTS!

Now, Economee offers these two timely, vital shows with proven audience appeal to win community praise for outstanding public service, to help you beat competition, build sales fast!



THRILLING TALES OF ACTION! GALLANTRY! EXCITEMENT!

"WEST POINT"

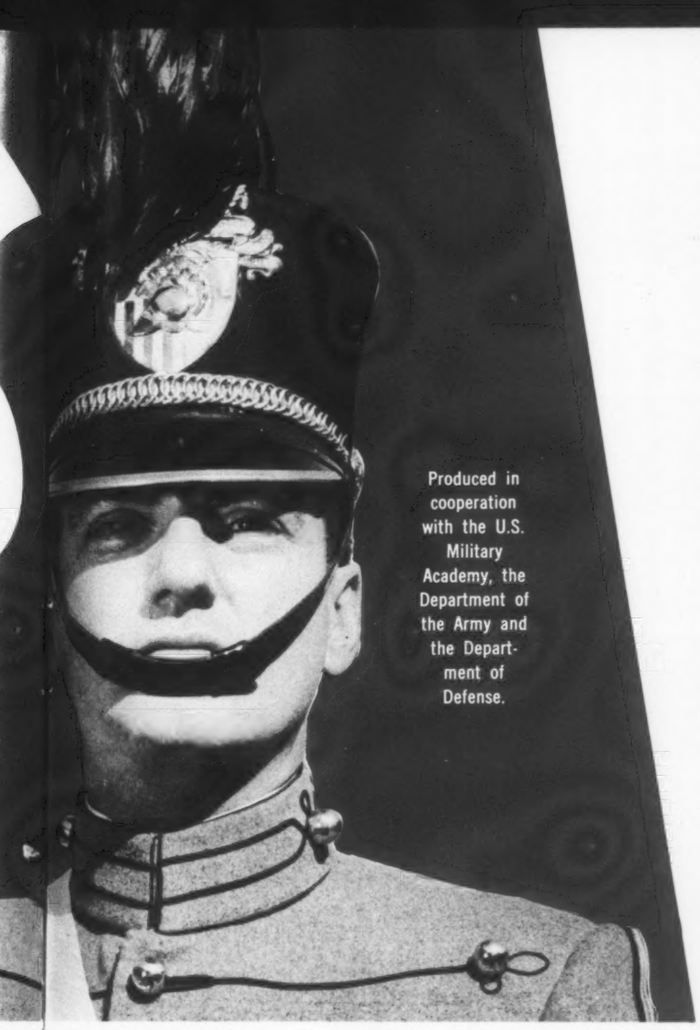
SCORING RE-RUN RATINGS LIKE THESE:

BOSTON	DAYTON	BATON ROUGE
33.2	33.0	34.8
PITTSBURGH	BUFFALO	ALTOONA
44.2	28.8	26.5

NOW! 2 POWER-PACKED PRESTIGE SHOWS WITH UNLI

GLORIOUS AS OUR COUNTRY'S HISTORY!
COMPELLING AS THE CALL TO COLORS!

Produced in cooperation with the U.S. Naval Academy, the Department of the Navy and the Department of Defense.



Produced in cooperation with the U.S. Military Academy, the Department of the Army and the Department of Defense.

ITH UNLIMITED RATING OPPORTUNITIES. NEW! FROM . . .

Here are a few of the stations
coast-to-coast who are
RUSHING TO SIGN!

LOS ANGELES	DETROIT
KABC-TV	**CKLW-TV**
NEW YORK CITY	BUFFALO
WABC-TV	**WGR-TV**

RATING PROVED! ZIV PRODUCED!

Economee TV

ECONOMEE TELEVISION PROGRAMS
488 MADISON AVENUE, NEW YORK 22, N. Y.

PHILADELPHIA	SEATTLE
WRCV-TV	**KTNT-TV**

ALL THE IMPACT
OF A 21-GUN SALUTE!

"MEN OF Annapolis"

WITH SENSATIONAL RE-RUN RATINGS:

BALTIMORE	SEATTLE-TACOMA	BOISE
24.5	22.9	28.4
COLUMBIA, S.C.	LAS VEGAS	SALT LAKE CITY
39.1	26.5	34.7

Both series are available for full or alternate sponsorship or as spot carriers to fit your sales and programming needs. Act now to get details on profit-making opportunities in your market!

KRON is TV in SF

KRON TV
BUEL

San Franciscans are sold on KRON-TV

TOTAL HOMES
Class AA ¼ Hour *

KRON-TV	**192, 671**
Sta. B	187,000
Sta. C	133,815
Sta. D.	59,302

*June-July Nielsen
Mon.-Sun. Averages

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 17 OCTOBER 27, 1958

HARD LIQUOR ON THE AIR: PART II

- **More stations indicate readiness to accept now-taboo accounts**
- **Outlook: Though bridegroom's willing, the bride's reluctant**

Last week on these pages BROADCASTING reported the first "crack in the dike on liquor ads" on the air. One week later, the crack is a little longer and deeper, but the dike still stands.

Putting together the week's news, this is the picture that emerges. A broadcasting industry whose heretofore almost solid front against hard liquor advertising is beginning to crumble. A distilling industry which rejects the advantages of broadcast advertising for fear of prohibitionist reprisals. A few broadcasters ready to risk the wrath of the organized drys to accept a legal category of advertising. Officials of a broadcasting association preferring the status quo to action which might upset an already precarious applecart. The distinct possibility that the much-advertised advertising ban is no ban at all, but merely a no-man's-land into which neither side is anxious to venture.

This is the news from these points of the compass:

- Manitowoc, Wis.—The man who started it all, Francis Kadow of WOMT, found no liquor accounts pounding at his door two weeks after announcing his station would henceforth accept liquor advertising. He did make other news, however: He resigned from the NAB after being labeled by President Hal Fellows as "selling his birthright for a $20 bill."
- Boston, Mass.—Broadcasters attending an NAB regional meeting, polled by BROADCASTING, indicated 2 to 1 they sided with WOMT's stand to accept liquor advertising. Additionally, seven stations (anonymous) indicated they already accept liquor advertising.
- Boston, Mass.—WCRB Waltham-Boston disclosed that it has begun an advertising campaign for a hard liquor (Nuyen's vodka).
- Washington—The Distilled Spirits Institute, organized voice of most major domestic producers, indicated its members had no intention of exposing themselves to further governmental, clerical and lay criticism by going on the air.
- New York—One major distiller, Schenley, not a member of the DSI and therefore not subject to its code ban against radio-tv advertising, said it had no broadcast advertising plans at present.
- Chicago—Two other majors, themselves DSI members, went on record as not in favor of radio-tv advertising.
- New York—WQXR revealed it had been running cordial, but not hard liquor, advertising for some time without adverse reaction.
- Atlantic Beach, Fla.—WKTX announced it has been ready to accept hard liquor advertising since going on the air last January, has solicited, but has not sold any accounts.
- Washington—A prohibitionist voice was heard. The National Temperance League fired its first salvo in a renewed drive to eliminate all alcoholic beverage advertising.

The specifics of these developments follow.

ORGANIZATION'S AGAINST IT, BUT THE MEMBERS ARE CALM

NAB is officially shocked at the acceptance of liquor advertising by broadcasters but its members don't necessarily share that alarm.

According to a survey conducted by BROADCASTING, two out of three broadcasters approve the action of WOMT Manitowoc, Wis., which announced Oct. 13 that it would take liquor business.

A questionnaire distributed at the NAB Fall Conference luncheon in Boston last Monday (Oct. 20) showed that while 65% of northeastern broadcasters figures it's all right for another station to carry liquor accounts, only 9% of stations are selling time to liquor advertisers (seven of the 82 stations that answered this question).

Interest in the liquor advertising situation shifted to New England last week as Theodore Jones, operator of WCRB-AM-FM Waltham, Mass., Boston suburb, asked for an NAB hearing following sharp criticism by President Harold E. Fellows at the Boston NAB Fall Conference (story page 70).

What hurt Mr. Jones was Mr. Fellows' slur at broadcasters "who sell their birthright for a $20 bill."

"I subscribe to the NAB Standards of Good Radio Practice," Mr. Jones told

SMIRNOFF
SMIRNOFF
VODKA
WOLFSCHMIDT'S
VODKA
Game Cock 103
VODKA
GILBEY'S
VODKA
NUYEN'S
VODKA
GILBEY'S
GIN

PHOTO COURTESY QUEEN'S LIQUORS, WASHINGTON

NOT BANNED IN BOSTON • This is the bottle that could launch the liquor business into broadcast advertising. Picked to move it off the shelf: WCRB Waltham-Boston, which is carrying a 26-week campaign, twice daily, five times a week. The spots are broadcast at 11 and 12 p.m. From all indications, it's the first hard liquor to advertise on the air, although other instances of cordial advertising (not quite hard liquor) have been reported.

LIQUOR ON THE AIR CONTINUED

BROADCASTING. "If NAB believes I am doing wrong, then I would like a hearing.

"WCRB leans over backwards to conform to the standards and to avoid overcommercialism. This is a matter of principle. We are exercising our right as broadcasters. WCRB has made good music successful in Boston and is close to being sold out though we refused to accept singing commercials or digestive tract spots.

"Mr. Fellows said NAB approves advertising for drinks of moderation, such as beer and wine. People are moderate, not beverages. I don't drink liquor, nor do Richard L. Kaye, station manager, or Leonard Corwin, commercial manager.

"We have not had a single complaint from the audience. The copy is dignified. Federal Liquors Ltd., the sponsor, and Sol Sackel, president of Sackel Co., Federal's agency, have given us complete control over the copy. We have been carrying advertising several years for liquor stores—Harvard Wine & Liquor, Nolan Package Store and Glendale Package Store.

"In 10 years we have gained wide acceptance with good music programming similar to WQXR and WPAT in the New York area. Over 6,000 persons pay $3 a year for our bimonthly program publication.

"I don't say this acceptance of liquor advertising is right for the entire industry, but I feel it is right for an adult audience listening to concert music. The announcements, promoting Nuyen's vodka and cordials, are heard during the 11 p.m. and midnight news periods."

WCRB, the Sackel agency and Federal Liquor had been working out the campaign, which runs 26 weeks for more than a year.

Mr. Sackel told BROADCASTING he had received calls from other northeastern stations interested in liquor advertising. "Retailers want to know what we are doing," he added. "It took someone to break the ice. The sale of liquor is a legitimate industry. We have taken every precaution to maintain standards of good taste and to avoid sensationalism.

"I suspect you'll see a lot more liquor advertising from now on. Common sense is appearing. The distillers have finally agreed to allow women in their advertising." [Mr. Jones' last statement is probably accurate, but premature. Indications are that the prohibition of women in liquor ads will be modified in the near future.]

Mr. Jones made clear that he is a supporter of NAB and its activities. "Mr. Fellows is a fine president," he said. "He is the best president NAB ever had, but I must disagree with him on this point."

In addressing the Boston NAB conference Oct. 20, Mr. Fellows said he was concerned because the traditional policy against liquor advertising had been violated. He termed it a "moral question" and added the situation was "most regretful." He described recent efforts in Congress to enact legislation affecting broadcasting programming. (The BROADCASTING survey was conducted before Mr. Fellows gave his views on the subject to the Boston delegates. For results of that survey, see opposite page.)

FOE of liquor advertising on the air is Harold E. Fellows, NAB president. He has charged that a broadcaster who accepts that advertising is "selling his birthright for a $20 bill." The remark led one NAB member to resign and another to challenge the NAB to a hearing.

PACEMAKER PULLS OUT AFTER NAB CRITICISM

WOMT's Francis Kadow was not nearly so generous with NAB and Mr. Fellows. He quit.

The "birthright" remark which irritated Mr. Jones in Boston last week (above) was first made in Milwaukee two weeks ago, just after word was circulated that WOMT would accept liquor advertising [LEAD STORY, Oct. 27]. It apparently ignited already-smoldering resentment of association inaction, and led to a letter of resignation. The text:

"Your sanctimonious and pontifical 'sale of birthrights' utterance has failed to bring into focus the reality of the business. We are charged to operate in the public service and convenience, and are permitted to secure funds needed for this by moving merchandise and service. The commodity we propose to help sell is a legal item of trade in the United States except in some absurd instances.

"Polemics is not a way of life with me, but it seems everything I call to the attention of NAB flounders in the marshes of heavy-handedness and hush-hush.

"Five years ago I asked that a study be made and action started to have AT&T upgrade the "Class C" circuits that our networks use. The frequency response is not in keeping with the technological advances that have been made since 1932 when these standards were set. It is my belief that AT&T and its associated telephone companies have to spend money to degrade their present circuits to reach "Class C" standards. This matter has also been mired in the aforementioned marshes.

"Earlier this year I asked NAB to wait on the Post Office Department and secure a postage rate on our educational transcriptions and recordings that would give us the same postage tariffs educational phonograph records and 16 mm films have. Again the answer was the same old hush hush—'Wait. We are going to have something better. But whatever you do don't write the Postmaster General and upset things.' What things?

"Before I get lost in the marshes of 1771 N St. N. W. or disturb the rank, still water further, I'm resigning from the organization effective this date [Oct. 22]."

Aside from the NAB resignation angle, Mr. Kadow's broadcasting position last week was unchanged. No accounts had yet come forward in response to the news WOMT would accept liquor advertising, although distinct reaction—both pro and con—was apparent both in Manitowoc and at the station's representation office (Hal Holman) in Chicago.

WQXR'S AN OLD HAND; WKTX WILLING, UNWANTED

In New York last week, Elliott M. Sanger Sr., executive vice president of WQXR-AM-FM, a pioneer station in spirits advertising, indicated he would not take on "hard liquor" advertising at this time. However, he said, the station would continue to carry liqueur advertising on grounds that "people don't get drunk on cordials." WQXR as far back as 1945 began taking paid spots from such advertisers as Cointreau Wine Shippers Corp., through the years has serviced Julius Wile & Sons (importers), Schenley Distillers Corp. (Dubonnet wines), Park & Tilford (John Harvey sherries and ports), Canada Dry Corp. (Pedro Domecq wines), Popper Morson Corp. (Peter Hagen cordials). It also features spots for Hans Holterbosch Inc. (Loewenbrau Munich beer).

However, Mr. Sanger said that while the station had no present plans to break the industry-imposed taboo, such action, if taken, "would—I think—be perfectly acceptable to our listeners." He explained that 96% of WQXR's audience is adult, "and this is our biggest sales platform."

He noted the comment made in BROADCASTING last week by one agency executive who suggested that liquor ads should be slotted in the post 10:30 p.m. period. "Were we to accept liquor ads," Mr. Sanger said, "I wouldn't hide the products."

WKTX Atlantic Beach, Fla., is willing to be counted among those stations which accept liquor advertising. It has, in fact, since going on the air in January this year, but hasn't yet had a hard liquor account.

"They just won't buy," says Robert K. Lynch, station manager, who told BROADCASTING last week that "we would accept hard liquor advertising as long as it can meet the standards of good taste which we impose on any sponsor. The fact that the liquor industry itself has imposed a voluntary ban on radio seems more to the point in question."

THE MEN WITH THE MONEY PLAY IT CLOSE TO THE CHEST

The Distilled Spirits Institute, which says it represents 70% of domestic producers, last week re-reaffirmed its intention to maintain the voluntary prohibition of broadcast advertising which it adopted in 1935 for radio and in 1948 for tv. As reported last week, its board has voted to maintain the code ban, although it is softening on another advertising angle—it probably will allow pictures of women in liquor advertising in the near future.

[Note: authoritative estimates place the total alcoholic industry advertising budget at $416 million yearly.]

Schenley, the biggest American producer not a member of DSI, maintains an independent position in regard to advertising, but is not yet ready to commit itself on radio-tv. A top-echelon spokesman was vague last week when asked when the company might take a position—the answer: "Whenever we get around to considering it."

Two other major producers, both members of DSI, aren't in any great hurry to crack the conventional curtain on distilled spirits advertising in broadcast media, judging by reports from their agencies.

The companies, traditionally heavy print advertisers, are Hiram Walker Inc., Detroit, represented by Foote, Cone & Belding (for Imperial, Walker's Deluxe, Meadow Brook and Hiram Walker vodka), and Brown-Forman Distillers Corp., Louisville, whose whiskey brands are handled by Erwin Wasey, Ruthrauff & Ryan Inc.

A spokesman for FC&B in Chicago told BROADCASTING on behalf of Walker that his client "has no plans at present to place liquor advertising on radio." He questioned the type of broadcast campaign that could be used to advertise distilled spirits and added, "I don't think we'd be interested in it."

A spokesman for EWR&R reported "no immediate interest" on behalf of Brown-Forman but added that "very obviously, if this becomes a significant trend in the broadcast industry, we'd want to discuss it with the client."

Alberta Distillers Ltd. and its U. S. subsidiary, Rogers, Allen & Co. Ltd., New York, last week announced they would try to broaden the U. S. market of Canadian whiskies, but their agency, Roy S. Durstine Inc., indicated they would not use the broadcast media to do so. Durstine at one time handled a hefty portion of the Seagram account (lost last year to Warwick & Legler Inc.). The account executive on Carrington's Canadian whiskey and Beauquer (the only cordial made of Canadian whiskey)—Roy S. Durstine Jr.—said Thursday that the firm might be using broadcasting for a beer that may be introduced next year from Canada, and perhaps a line of wines bearing the Alberta imprint.

TEMPERANCE LEAGUE VOICES NEW CALL FOR LEGISLATION

In Washington, the National Temperance League, commenting on the WOMT and WCRB actions, called them "a direct challenge to the 86th Congress to enact a law to ban all forms of alcoholic beverage advertising in interstate commerce."

It was apparent that the temperance organization and its kindred spirits would seize upon the current developments as they renew perennial campaigns to push such legislation through Capitol Hill. Although the broadcasters' battle lines are not yet defined, the prohibitionists' are. One of the principal defenses used by both media people and liquor advertisers in the past has been the voluntary codes which kept such advertising off the air. Hitting directly at that argument, the temperance league's statement continued:

"The decision of the two stations to carry hard liquor ads on the air completely refutes the claims that self-regulation is adequate. The sure way to protect the American home from radio and tv advertising of alcoholic beverages is for Congress to ban all such advertising from interstate commerce. The demand for such action by the next Congress will undoubtedly be greater than ever before because of the decision of stations WCRB and WOMT."

NO ALARM AMONG THE MEMBERS

BROADCASTING *polled delegates to NAB's Fall Conference in Boston last week on their reaction to the subject of liquor adverising. These are the findings (based on 87 answered questionnaires).*

		Yes	No
1.	Have you been asked to take liquor accounts?	30%	70%
2.	Do you accept liquor advertising?	9%	91%
3.	If "no," have you seriously considered accepting liquor accounts?	35%	65%
4.	Do you accept beer and wine advertising?	94%	6%
5.	WOMT Manitowoc, Wis., announced last week it would accept liquor advertising. Do you approve?	65%	35%

ADVERTISERS & AGENCIES

PETRY PARALLELS SPOT TV, SALES

- **More for one means more for the other, study shows**
- **Statistical cases in point: cigarettes, beers, P&G**

Hike your spot television budget and your sales go up; cut the budget and sales drop.

That's the message offered advertisers and agencies last week by the television division of Edward Petry & Co., station representation firm. The advice was documented in a study of the relationship between changes in spot tv spending and ensuing changes in sales in two fields that rely heavily on television: cigarettes and beer.

The study showed, among cigarette brands, that eight out of nine which increased their spot tv budgets in 1957 also enjoyed an increase in sales, while eight out of nine which cut back on spot television showed a decline in sales. A similar pattern was evident among beer advertisers —10 of 12 leading companies that spent more on spot tv showed sales gains; three of seven who spent less sold less (see tables).

Martin L. Nierman, vice president in charge of sales for Petry-Tv, said that "to the best of our knowledge, this is the first time a firm has issued a thoroughly documented report which directly relates the increase or decrease in the use of an advertising medium to actual sales performance on a brand-by-brand, industry-wide basis."

The Petry study also examined budgets and sales of filter cigarettes as against those of king-sized and regular. Filters got the biggest spot tv increase—and not only gained in sales at a faster clip than the others but also outsold regulars for the first time. The filters' spot tv appropriation in 1957 was 41% ahead of that for 1956, and filter sales also went ahead by 41% while sales of king-sized and regulars dropped back.

The presentation cited Anheuser-Busch and Falstaff as two "outstanding" beer success stories for spot tv in 1957:

• Anheuser switched from network to spot tv in late 1956, made spot television its No. 1 medium in 1957 by almost doubling its spot budget, showed a sales increase of 250,493 barrels and regained No. 1 position in the brewing field.

• Falstaff has been a heavy spot tv user since 1953, using more and more each year and, in 1957, almost doubling its spot allocation by giving it 41% of the overall company appropriation in measured media: from sixth place in the field in 1954, Falstaff rose to fourth in 1955 and 1956, to third in 1957. In addition, Falstaff's sales increase of 430,000 barrels was the largest among brewers last year.

The study also cited Procter & Gamble—"best managed company in the U. S."—as a disciple of spot television: its spot allocation was up from $17,522,450 in 1956 to $25,926,840 in 1957, a gain of 48% (more than four times the rate of increase for any other measured medium used by P & G), and its sales rose by $118,099,352 to a total of $1,156,389,726.

Petry officials said their study "was conceived and prepared as a service to the advertising industry in general," and that

CONTINUED

"beers, cigarettes and Procter & Gamble are just cases in point."

Spokesmen also explained that the beer and cigarette categories were chosen because sales figures are more readily ascertainable in these groups. The "Wootten Report" was source of the cigarette sales figures; the "American Brewer" in the case of beer sales (because of the wide variety of beers, this study was limited to companies selling at least a million barrels a year). Spot tv figures are from those compiled for Television Bureau of Advertising by N. C. Rorabaugh Co.

The following tables show how changes in spot tv were followed by changes in sales:

HOT BRANDS ARE SPOT BRANDS

				(Billions of Cigarettes)**		
Brand	1956 Spot Tv*	1957 Spot Tv*	% Change	1956 Sales	1957 Sales	% Change
Winston	$ 806,960	$1,960,730	+143%	34.0	40.8	+ 20 %
L&M	3,294,310	3,857,720	+ 17%	20.3	24.8	+ 22.2%
Hit Parade	668,340	2,092,750	+213%	1.8	4.5	+150 %
Viceroy	5,373,290	6,259,790	+ 16%	23.3	24.5	+ 5.1%
Lucky Strike	118,570	123,860	+ 4%	55.5	51.5	— 7.2%
Kent	188,280	1,568,430	+733%	3.4	15.1	+344 %
Parliament	640,180	1,770,990	+176%	1.8	2.0	+ 11 %
Salem	171,320	619,700	+262%	4.0	12.0	+200 %
Kools	3,743,420	5,031,830	+ 34%	11.9	12.3	+ 3.4%

* TvB—N. Rorabaugh
** Wooten Report

SPOT TV CUTS AND SALES DIPS

				(Billions of Cigarettes)**		
Brand	1956 Spot Tv*	1957 Spot Tv*	% Change	1956 Sales	1957 Sales	% Change
Camels	$ 680,690	$ 290,840	— 57%	69.5	64.0	— 7.9%
Cavalier	292,320	15,900	— 95%	1.0	0.7	—30 %
Chesterfield	1,106,590	127,160	— 89%	37.5	31.8	—15.2%
Pall Mall	390,570	337,300	— 14%	56.0	55.2	— 1.4%
Marlboro	3,404,200	1,452,410	— 57%	14.3	19.5	+36.4%
Philip Morris	3,079,480	1,717,380	— 44%	19.3	15.0	—22.3%
Raleigh	1,733,680	1,130,730	— 35%	7.0	6.7	— 4.3%
Spud	242,200	———	—100%	0.4	0.3	—25 %
Old Gold	1,958,800	1,060,360	— 46%	18.0	15.8	—12.2%

* TvB—Rorabaugh
** Wooten Report

TOP BEERS—THEY INCREASED SPOT

			(Barrel Sales)***		
Brewing Company	1956 Spot Tv	1957 Spot Tv**	1956	1957	Difference
Anheuser-Busch	$1,534,680	$2,792,410	5,865,583	6,116,076	+250,493
Joseph Schlitz	638,370	1,752,250	5,942,837	6,021,837	+ 78,462
Falstaff	1,224,430	2,196,180	3,870,000	4,300,000	+430,000
Hamm	1,309,110	1,453,340	3,324,847	3,376,413	+ 51,566
Stroh	401,260	461,070	2,708,750	2,583,515	—125,235
Miller	281,260	359,970	2,245,612	2,322,060	+ 76,448
Schmidt	268,830	383,640	1,850,436	1,757,131	— 93,305
Piel Bros.	1,485,300	1,594,130	1,350,000	1,435,000	+ 85,000
National Brewing	692,150	779,180	1,295,000	1,301,000	+ 6,000
Adolf Coors	33,890	73,070	1,089,295	1,146,585	+ 57,290
Jackson	566,660	643,870	1,051,000	1,107,000	+ 56,000
Olympia	149,380	221,590	1,016,000	1,100,000	+ 84,000

Note that these sales increases were registered in a declining market. Beer production was off slightly in 1957—84.34 million barrels as against 85 million in 1956. Individual company sales gains in the brewing industry were made by outselling the competition.

* Sales of 1 million barrels and over
** TvB—N. C. Rorabaugh
*** American Brewer

REDUCED SPOT TV—SHRINKING SALES

			(Barrel Sales)***		
Brewing Company	1956 Spot Tv	1957 Spot Tv**	1956	1957	Difference
Ballantine	$1,852,280	$1,814,930	3,966,513	3,981,728	+ 15,215
Carling	1,348,860	1,231,440	2,996,823	3,150,188	+154,165
Pabst	1,962,580	1,480,060	3,400,000	2,900,000	—500,000
Lucky Lager	680,600	486,250	1,960,114	2,068,217	+108,103
Jacob Ruppert	489,400	433,170	1,539,289	1,490,344	— 48,945
Drewrys Ltd.	606,970	449,050	1,431,921	1,368,712	— 63,209
Duquesne	512,800	447,520	1,045,767	1,061,920	+ 16,153

In the overall, the twelve companies which **increased** their spot tv expenditures increased their sales by 956,854 barrels. The seven companies which reduced their spot tv expenditures showed a sales loss of 318,468 barrels.

* Sales of 1 million barrels and over
** TvB—N. C. Rorabaugh
*** American Brewer

TvB Wields Statistics In Auto Budget Battle

A new weapon was launched last week by tv forces in the continuing battle over auto makers' media allocations.

The Television Bureau of Advertising has issued to members a new "factual graph" in the form of a "calculating wheel," or as TvB terms it, a "Power Steering" wheel.

Purpose of this graph: to convince dealers and manufacturers why television is basic to their purposes.

To support its position, TvB uses sources including A. C. Nielsen statistics showing percentage of new and used car homes viewing tv by half-hour segments each evening of the week; an NBC-TV study this year of auto dealers and shoppers of seven car makes representing 80% of new car sales; studies by NBC-TV and ABC-TV on auto dealers made in 1956; a CBS-TV study of dealers made in 1954 and a special TvB study of auto shoppers in 26 states made two years ago.

The marshalling of this material by TvB follows closely the bureau's dissemination of an auto success story kit [LEAD STORY, Oct. 13] and its research report on the *Bob Hope Buick Show* released at the peak of newspaper resistance to the Buick-McCann-Erickson pro-tv approach in advertising for its 1959 models [ADVERTISERS & AGENCIES, Oct. 6].

Along with the "Power Steering" wheel calculator, TvB issued a composite table which incorporates some specific information taken from the various auto dealer studies. The table sets forth in summary what the dealers thought manufacturers should do in increasing or decreasing their various media budgets. The table:

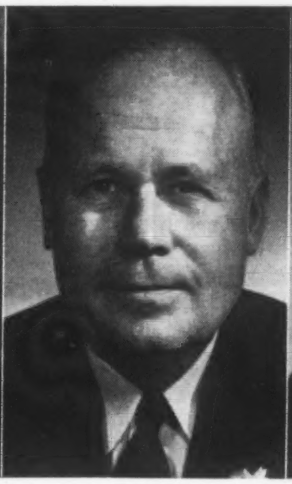
Media	*Increase*	*Decrease*	*Net Income*
Television	51%	5%	+46%
Magazines	10%	24%	—14%
Newspapers	29%	15%	+24%

The calculator, prepared by the TvB sales promotion department, gives answers for three groups, dealers, car shoppers and the general public, on advertising impact and effectiveness of major media. On the reverse side of the wheel, a chart shows actual percentages of new and used car homes viewing tv via evening half hours.

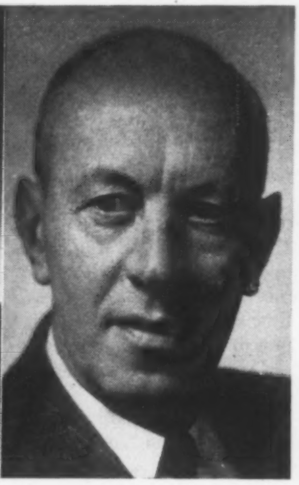
Ad Budgets Up in Slump: Head

The nation's leading manufacturers, during the 1957-58 recession, tended to increase their advertising budgets, according to George W. Head, chairman of the Council on Advertising Clubs, Advertising Federation of America. This point was the subject of "Repros"—a new AFA club monthly newsletter which Mr. Head will edit and publish. Citing a 9½% increase in advertising expenditures of the nation's top 100 advertisers during the first nine months of 1958 over the preceding year, Mr. Head reported, "the country's largest, most successful concerns, know that advertising is a sales tool. It is deadly logic to operate a business on the premise that 'when business is good, there is no need for extra stimulus through advertising, and when business is bad, we can't spare the dollars for advertising.' "

MR. GRIBBIN



MR. LARMON



MR. BROCKWAY

23-YEAR MAN BECOMES PRESIDENT AT Y&R

George H. Gribbin joined Young & Rubicam, New York, 23 years ago as a copywriter.

Last week he was elected president of the agency, one of the leading advertising agencies in the U. S. and in the top bracket in broadcast billings.

Mr. Gribbin spent most of his years at Y & R with copy but in 1951 he was elected a vice president and placed in charge of radio-tv commercials. Three years later he became copy director with responsibility over both print and radio-tv copy and in 1956 was appointed a senior vice president.

In the Y & R shift, Sigurd S. Larmon, who has been the agency's president and chairman of the board since 1943, continues as chairman and also becomes chief executive officer. Louis N. Brockway, Y&R executive vice president, moves to a new post of chairman of the executive committee.

Appointment of three new executive vice presidents at Y&R were announced by Messrs. Larmon and Gribbin. They are Frank Fagan, with the agency since 1934, a vice president and contact supervisor since 1943 and a senior vice president since 1953; Harry Harding, with Y&R since 1943, vice president in charge of contact since 1951 and a senior vice president in 1953, and Harry Enders, associated with the agency since 1936, secretary and treasurer of the company and elected a vice president in 1955.

Mr. Brockway joined Y & R in 1930 as a contact man, was made vice president in 1939, executive vice president in 1943.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

GAMES ON RADIO • Milton Bradley Games, Springfield, Mass., is scheduling its first major Christmas push in broadcast media. Through Charles W. Hoyt Co., N. Y., Bradley is planning four-week saturation (20 announcements per week) spot radio push in 30 markets starting Nov. 17.

MORE GAMES • Pre Santa spot tv campaign planned by Selchow & Righter Co. (games, novelties and puzzles), N. Y., for few of its games in about 10 markets, beginning just before Thanksgiving and continuing to Christmas.

SUNLIGHT SALES • New and additional daytime business of $2.3 million gross was announced last week by NBC-TV, which reported sell-out of Monday through Friday, 10:30 a.m.-1 p.m. block of programs. Additional business was received from Procter & Gamble Co., Lever Bros. Co. and Whitehall Labs, and new business from Pharmaceuticals Inc., all of whom bought segments on various daytime shows.

OPERA SEASON • Texas Co. (Texaco), N. Y., will sponsor 20 matinee performances of Metropolitan Opera this season on CBS Radio (Saturdays, starting Nov. 29 at 2 p.m. EST), marking Texaco's 19th straight year of opera sponsorship on radio. This year performances will be on CBS Radio for first time (formerly was on ABC Radio). In Canada, performances will be carried by the Canadian Broadcasting Corp. under sponsorship of McColl-Frontenac Oil Co. Ltd. Cunningham & Walsh, N. Y., is Texaco's agency.

DAY'S WORK • Three orders totaling $800,000 gross for participations on NBC-TV's *Today* (Mon.-Fri. 7-9 a.m.) and *The Jack Paar Show* (Mon.-Fri. 11:15 p.m.-1 a.m.) were announced last week by network. Alberto-Culver Co. (hair preparations), Chicago, through Geoffrey Wade Adv., Chicago, has bought 93 participations on *Today* during the first half of 1959 and 93 participations on *Jack Paar*. G. and C. Merriam Co. (Webster's Dictionary), Springfield, Mass., through Anderson & Cairns, New York, four participations on *Today*, during the last quarter of this year and Block Drug Co. (Nytol), Jersey City, through Sullivan, Stauffer, Colwell & Bayles, New York, seven participations on *Today* during the final quarter of this year.

MIND OVER NETWORK • Aluminum Co. of America, currently sponsoring *Alcoa Theatre* (NBC-TV Mon. 9:30-10 p.m.) is negotiating with ABC-TV for film series of psychological dramas for programming in Tuesday 10-10:30 p.m. time period on approximately 100 stations. Alcoa has tentatively reserved time period, starting date undetermined. Fuller & Smith & Ross, N. Y., is agency.

TOYS ON TV • Fun Bilt Toys has launched "token" pre-Christmas tv campaign, using participations on children's programs in 10 markets to advertise juvenile photographic outfit called Foto Fun Kit, color-on-color-off book whose pages can be colored, wiped off and recolored, and other juvenile playthings. "We are using live tv demonstrations to sell these toys," Frank Moreland, partner in Killingsworth-Moreland, L. A., agency for Fun Bilt, said. The pre-Christmas campaign is forerunner for much more extensive campaign for 1959, he stated, pointing out that Fun Bilt is new company which has been in business only since August.

ORGANIZING • Radio-tv will "no doubt" figure in new advertising campaign for Organ Corp. of America being readied by its new agency, Wexton Adv., N. Y. agency official declared last week. But Wexton declined to specify whether broadcast would involve spot or network participations on behalf of client's new electric concert chord organ.

ELECTION PURCHASE • A-S-R Products Corp., (Gem razors and blades) New York, and Bayuk Cigars (Phillies) Philadelphia, will co-sponsor election night results over entire NBC-TV network. A-S-R will introduce new Gem push-button razor appropriately termed "The People's Choice." Kenyon & Eckhardt, N. Y., is agency for A-S-R; Feigenbaum & Werman, Philadelphia, is Bayuk agency.

CHRYSLER LOVES PARADES • Chrysler Corp., through Leo Burnett Co., will sponsor for fifth consecutive year ABC-TV's coverage of 32nd annual "J. L. Hudson Thanksgiving Day Parade," from Detroit, November 27, 10:15-11 a.m. Program will orginate through WXYZ-TV Detroit.

ELECTRONICS ON SPOT • Shure Bros. Inc. (microphones, electronic components), Evanston, Ill., has launched short-term spot announcement campaigns on fm stations coincident with high fidelity expositions in each of six major cities to introduce new professional stereo dynetic phonograph cartridge. Two-week drive covers New York (two stations), Philadelphia, Boston, Los Angeles and San Francisco (one station each) and is extension of campaign on four stations in Chicago during recent high fidelity show. One minute spots on fm are timed before, during and after local hi-fi expositions. Schedule varies from 14 to 30 fm spots per week in cities and is understood to represent expenditure of "several thousand dollars." Agency for Shure is William Hart Adler, Chicago.

TIMELY DRIVE • Four-week series of participations on three network programs has been purchased by Elgin National Watch Co. through J. Walter Thompson Co. Pre-Christmas campaign will run Nov. 25 through Dec. 20 on NBC-TV's *Perry Como Show* and *Wagon Train;* and ABC-TV's alternating *Cheyenne* and *Sugarfoot*.

Tv networks know well: where there's smoke, there's money

Of the 15 top brand advertisers in network tv last August, six were cigarettes. Winston, Salem, L&M filter tip, Viceroy, Herbert Tareyton and Kent made up the strength of tobacco brands spending the most on network tv in one month.

As usual, automobiles were heavy contributors to network tv, four cars figuring in the top 15: Chevrolet, Ford, Dodge and Mercury. Aside from cigarettes and autos, only five brands were left—two headache remedies (Anacin and Bufferin), a camera (Eastman Kodak) and two detergents (Tide and Cheer).

The highest gross billing company remained Procter & Gamble ($2 million more in August than its nearest contender, Colgate-Palmolive).

Lever Bros., General Foods and American Home Products completed the first five.

The advertiser breakdown in network tv billing is provided by Television Bureau of Advertising based on reports by Leading National Advertisers and Broadcast Advertising Reports.

In gross time billings by day parts, nighttime chalked up a gain of 9.4% to more than $30.3 million in August as compared to over $27.7 million in August 1957, while the January-August 1958 nighttime gross time charges rose 13.4% from the $230 million to the $261 million level.

Daytime grosses in August continued to dip in the Monday-Friday period (down 3.4%) but were up 6.6% for that time in January-August, and also up 32.3% in Saturday and Sunday during August, up 10% in the January-August period.

As had been indicated in the July figures [ADVERTISERS & AGENCIES, Sept. 29], the toiletries product group has been moving along in front of the pack. In August, toiletry advertisers invested (at gross rates) over $8.3 million in network tv, about $1 million more, compared to food advertisers. In the January-August summary, foods still led by more than $3.5 million.

The LNA-BAR compilation of network gross time billings for August were $41,509,492, a 6.8% increase over the same month of last year. All tv networks reported increases for comparative periods.

TOP 15 *By Company*

AUGUST 1958	
1. PROCTER & GAMBLE	$4,176,016
2. COLGATE-PALMOLIVE	2,077,594
3. LEVER BROTHERS	1,773,249
4. GENERAL FOODS	1,549,607
5. AMERICAN HOME PRODUCTS	1,488,223
6. R. J. REYNOLDS TOBACCO	1,470,761
7. GILLETTE	1,347,326
8. GENERAL MOTORS	1,225,195
9. BRISTOL-MYERS	1,171,089
10. GENERAL MILLS	1,060,565
11. FORD MOTOR	1,032,610
12. AMERICAN TOBACCO	921,639
13. STERLING DRUG	798,074
14. PHARMACEUTICALS INC.	789,863
15. P. LORILLARD	756,795

By Brand

1. ANACIN TABLETS	$697,245
2. WINSTON CIGARETTES	630,978
3. CHEVROLET PASSENGER CARS	610,517
4. TIDE	572,421
5. SALEM CIGARETTES	512,211
6. DODGE PASSENGER CARS	466,290
7. L&M FILTER TIP CIGARETTES	455,079
8. VICEROY CIGARETTES	453,515
9. FORD PASSENGER CARS	433,200
10. HERBERT TAREYTON CIGARETTES	404,404
11. KENT CIGARETTES	404,051
12. CHEER DETERGENT	375,734
13. BUFFERIN	371,115
14. MERCURY PASSENGER CARS	365,490
15. EASTMAN KODAK CAMERAS	357,938

NETWORK SPENDING *By Product Categories*

	AUGUST 1958	JAN.-AUG. 1958
AGRICULTURE & FARMING	$ ———	$ 51,347
APPAREL, FOOTWEAR & ACCESSORIES	339,551	3,133,063
AUTOMOTIVE, AUTO. ACCESSORIES & EQUIPMENT	3,135,915	35,811,579
BEER, WINE & LIQUOR	603,235	4,251,311
BUILDING MATERIALS, EQUIPMENT & FIXTURES	280,629	1,385,111
CONFECTIONERY & SOFT DRINKS	644,217	5,901,662
CONSUMER SERVICES	137,286	1,981,983
ENTERTAINMENT & AMUSEMENT	———	249,989
FOOD & FOOD PRODUCTS	8,232,576	69,806,396
GASOLINE, LUBRICANTS & OTHER FUELS	152,315	1,605,939
HORTICULTURE	114,000	944,295
HOUSEHOLD EQUIPMENT & SUPPLIES	1,741,105	15,500,469
HOUSEHOLD FURNISHINGS	329,810	2,162,684
INDUSTRIAL MATERIALS	1,004,306	11,699,761
INSURANCE	562,323	4,665,955
JEWELRY, OPTICAL GOODS & CAMERAS	521,555	6,750,874
MEDICINES & PROPRIETARY REMEDIES	3,960,645	35,489,702
OFFICE EQUIP., STATIONERY & WRITING SUPPLIES	584,797	4,616,556
POLITICAL	15,345	81,519
PUBLISHING & MEDIA	———	827,833
RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES	506,668	4,708,596
SMOKING MATERIALS	4,717,896	38,408,891
SOAPS, CLEANERS & POLISHES	4,555,596	41,205,640
SPORTING GOODS & TOYS	71,830	881,552
TOILETRIES & TOILET GOODS	8,313,262	66,204,708
TRAVEL, HOTELS & RESORTS	204,138	1,773,489
MISCELLANEOUS	780,492	5,598,546
Total	**$41,509,492**	**$365,699,450**

LNA-BAR: Gross Time Costs Only

In-Out Campaign For Medigum Takes Advantage of Cold Spells

Pharmaco Inc., Kenilworth, N. J., is placing its entire advertising budget (an estimated $100,000) for Medigum cough remedy into spot television under a buying procedure that will coincide with periods of above-normal cold incidence. The agency is Doherty, Clifford, Steers & Shenfield.

The campaign, beginning this month and continuing through March, will be on an in-and-out basis, depending on the weather. The company will use up to 120 markets in cold weather, with each spot effort purchased on a one-week basis.

Filmed commercials for Medigum have been shipped to the first and second choice stations for future use. When cold incidence reaches a predetermined level in a market, the agency will advise the station representative that Medigum has a certain number of dollars for a one-week campaign. If the first station cannot deliver the spots, the second outlet will be notified.

When the cold incidence returns to a level which does not call for advertising support, orders will not be placed for the following week.

Matthews, Carpenter Form Agency

Tom Matthews, formerly with WNOR Norfolk, Va., and William M. Carpenter, vice president, Community Club Services Inc., New York, have formed an advertising agency as a subsidiary of CCS. Mr. Matthews is president of the Matthews & Carpenter. Other staffers include Joseph B. Matthews and John C. Gilmore.

SPEAKING OF FIRSTS . . . .

And We've Had Many Of Them!

. . . . . . Today on Our Eleventh Anniversary

We want to be FIRST to extend to You

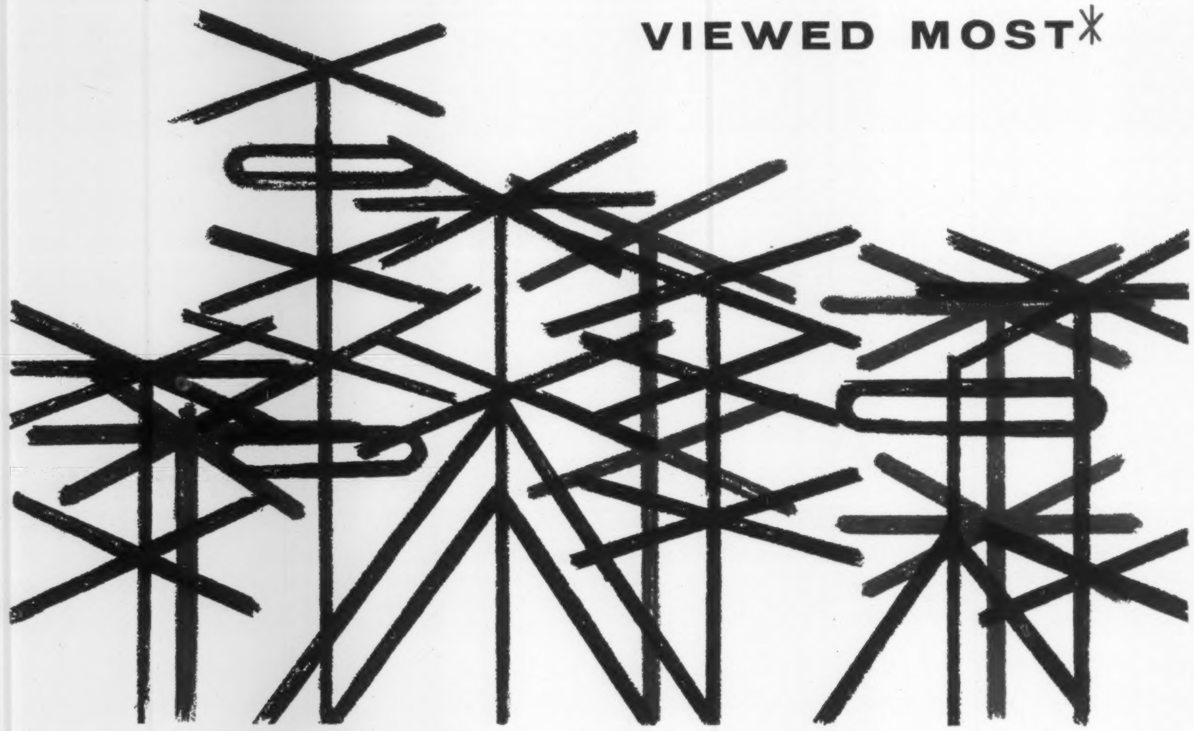
Best Wishes
For
a Merry Christmas and
a Happy New Year...

WMAR·TV channel **2**

SUNPAPERS TELEVISION • BALTIMORE, MD.

Represented Nationally by The KATZ Agency

VIEWED MOST*



*The WGAL-TV audience is greater than the combined audience for all other stations in the Channel 8 coverage area. See Lancaster-Harrisburg-York ARB survey.

WGAL-TV

Channel 8 · Lancaster, Pa. · NBC and CBS

Representative: **The MEEKER Company, Inc. · New York · Chicago · Los Angeles · San Francisco**

LATEST RATINGS

NIELSEN

TOP 10 NETWORK SHOWS

Tv Report for Sept. 6-20

TOTAL AUDIENCE†

		No. Homes (000)
1.	*Gunsmoke*	17,922
2.	*Ed Sullivan Show*	15,704
3.	*Have Gun, Will Travel*	14,790
4.	*Wells Fargo*	14,094
5.	*I've Got A Secret*	14,007
6.	*GE Theatre*	13,790
7.	*Top Ten Lucy Shows*	13,616
8.	*Perry Como Show*	13,398
9.	*Bob Hope Show*	12,963
10.	*Alfred Hitchcock Presents*	12,876

Rank		% Homes*
1.	*Gunsmoke*	42.3
2.	*Ed Sullivan Show*	36.8
3.	*Have Gun, Will Travel*	35.1
4.	*GE Theatre*	33.3
5.	*Wells Fargo*	33.1
6.	*I've Got A Secret*	32.8
7.	*Top Ten Lucy Shows*	32.2
8.	*Perry Como Show*	31.6
9.	*Alfred Hitchcock Presents*	30.8
10.	*Bob Hope Show*	30.6

AVERAGE AUDIENCE‡

Rank		No. Homes (000)
1.	*Gunsmoke*	17,096
2.	*Have Gun, Will Travel*	14,138
3.	*Wells Fargo*	12,833
4.	*I've Got A Secret*	12,789
5.	*Top Ten Lucy Shows*	12,659
6.	*GE Theatre*	12,354
7.	*Alfred Hitchcock Presents*	11,789
8.	*Ed Sullivan Show*	11,528
9.	*Wyatt Earp*	11,267
10.	*Buckskin*	11,006

Rank		% Homes*
1.	*Gunsmoke*	40.3
2.	*Have Gun, Will Travel*	33.5
3.	*Wells Fargo*	30.1
4.	*I've Got A secret*	29.9
5.	*Top Ten Lucy Shows*	29.9
6.	*GE Theatre*	29.8
7.	*Alfred Hitchcock Presents*	28.2
8.	*Wyatt Earp*	27.2
9.	*Ed Sullivan Show*	27.0
10.	*Buckskin*	25.8

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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ARB

TOP 10 NETWORK PROGRAMS

Tv Report for September

Rank		No. Viewers (000)
1.	*Ed Sullivan*	40,420
2.	*Have Gun, Will Travel*	38,670
3.	*I've Got A Secret*	38,030
4.	*Wells Fargo*	34,260
5.	*I Love Lucy*	33,950
6.	*Wyatt Earp*	29,840
7.	*Wagon Train*	29,740
8.	*Real McCoys*	29,500
9.	*Lassie*	29,060
10.	*Father Knows Best*	28,680
	Miss America Pageant (Special)	58,430

Rank		Rating
1.	*I've Got A Secret*	37.6
2.	*Wells Fargo*	34.7
3.	*Have Gun, Will Travel*	34.3
4.	*Ed Sullivan*	31.9
5.	*I Love Lucy*	30.6
6.	*Wyatt Earp*	29.6
7.	*Restless Gun*	28.9
8.	*Best Of Groucho*	28.8
9.	*Real McCoys*	28.6
10.	*Wagon Train*	28.6
	Miss America Pageant (Special)	51.5

Copyright 1958 American Research Bureau

PULSE

TOP 20 NETWORK PROGRAMS

Tv Report for August-September

Once-a-Week Rank		Rating Sept.	Aug.
1.	*Miss America Pageant*	34.4	
2.	*Have Gun, Will Travel*	26.7	26.0
3.	*Alfred Hitchcock*	25.4	24.3
4.	*Ed Sullivan*	25.3	23.3
5.	*Wells Fargo*	24.6	22.8
6.	*GE Theatre*	23.7	23.2
7.	*Wyatt Earp*	23.0	20.6
8.	*I Love Lucy*	22.5	20.2
9.	*Restless Gun*	22.5	22.2
10.	*Playhouse 90*	22.4	19.8
11.	*Father Knows Best*	22.2	20.8
12.	*I've Got A Secret*	21.9	21.4
13.	*What's My Line*	21.5	22.5
14.	*Wagon Train*	21.0	21.5
15.	*Oh Susanna*	20.8	
16.	*Perry Mason*	20.6	19.4
17.	*Phil Silvers*	20.4	19.9
18.	*Playhouse of Stars*	19.8	20.0
19.	*Robert Cummings*	19.8	
20.	*$64,000 Challenge*	19.7	20.4
21.	*Boxing*	19.5	

TOP 10 NETWORK PROGRAMS

Multi-Weekly Rank		Rating Sept.	Aug.
1.	*Mickey Mouse Club*	10.2	10.3
2.	*Price Is Right*	9.8	10.3
3.	*American Bandstand*	9.4	8.9
4.	*CBS News*	9.2	9.5
5.	*Guiding Light*	8.0	7.9
6.	*Search For Tomorrow*	7.9	7.8
7.	*Treasure Hunt*	7.5	8.0
8.	*Love of Life*	7.2	7.0
9.	*Jack Paar Show*	7.1	
10.	*Who Do You Trust*	7.1	7.0

Copyright 1958 The Pulse Inc.

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

American Bandstand (ABC-81): participating sponsors, Mon.-Fri. 3-3:30, 4-5 p.m.

Best of Groucho (NBC-178): Toni (North), DeSoto (BBDO), Thurs. 8-8:30 p.m.

Buckskin (NBC-181): Ford (JWT), Thurs. 9:30-10 p.m.

Calvacade of Sports (NBC-179): Gillette (Maxon), Fri. 10 p.m.-conclusion

CBS News (CBS-62): Whitehall (Bates), Mon-Fri. 7:15-7:30 p.m.

Cheyenne (ABC-120): General Electric (Y&R), Tues. 7:30-8:30 p.m.

Perry Como Show (NBC-174): participating sponsors, Sat. 8-9 p.m.

Bing Crosby (ABC-195): General Motors Oldsmobile Div. (Brother) Oct. 1, 9:30-10:30 p.m.

Bob Crosby (NBC-173): participating sponsors, Sat. 8-9 p.m.

Bob Cummings (NBC-138): R. J. Reynolds (Esty), Tues. 9:30-10 p.m.

Desilu Playhouse (CBS-104): Westinghouse (M-E) Mon. 10-11 p.m.

Father Knows Best (NBC-105): Scott Paper (JWT), alternating with Lever (NL&B), Wed. 8:30-9 p.m.

Frontier Justice (CBS-151): General Foods (B&B), Mon. 9:30-10 p.m.

GE Theatre (CBS-132): General Electric (BBDO), Sun. 9-9:30 p.m.

Guiding Light (CBS-113): Procter & Gamble (Compton), Mon.-Fri. 12:45-1 p.m.

Gunsmoke (CBS-172): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-118): Lever (JWT), alternating with American Home Products (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock (CBS-146): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

Bob Hope Show (NBC-180): Buick (M-E), Tues. 9-10 p.m.

I Love Lucy (CBS-146): General Foods (B&B), Mon. 9-9:30 p.m.

I've Got a Secret (CBS-170): Reynolds (Esty), Wed. 9:30-10 p.m.

Lassie (CBS-141): Campbell Soup (BBDO), Sun. 7-7:30 p.m.

Art Linkletter (CBS-93): participating sponsors, Mon.-Fri. 2:30-3 p.m.

Love of Life (CBS-159): participating sponsors, Mon.-Fri. 12:15-12:30 p.m.

Mickey Mouse Club (ABC-111): participating sponsors, Mon.-Fri. 5-6 p.m.

Miss America Pageant (CBS-187): Philco (BBDO), Sat. Sept. 6, 10 p.m-midnight.

Jack Parr Show (NBC-119): participating sponsors, Mon.-Fri. 11:15-1 a.m.

Perry Mason (CBS-132): Armour (FC&B), alternating with Libbey - Owens - Ford (F&S&R), Sat. 7:30-8:30 p.m.

Playhouse 90 (CBS-134): participating sponsor, Thurs. 9:30-11 p.m.

Playhouse of Stars (CBS-140): Schlitz (JWT), Fri. 9:30-10 p.m.

Price Is Right (NBC-150): participating sponsors, Thurs. 11-11:30 a.m.

Queen For a Day (NBC-162): participating sponsors, Mon.-Fri. 4-4:30 p.m.

Real McCoys (ABC-121): Sylvania Electric (JWT), Thurs. 8:30-9 p.m.

Restless Gun (NBC-109): Warner Lambert (SSC&B), Mon. 8-8:30 p.m.

Search for Tomorrow (CBS-121): Procter & Gamble (Burnett), Mon.-Fri. 12:30-12:45 p.m.

Phil Silvers Show (CBS-191): Reynolds (Esty), Schick (B&B), Fri. 9-9:30 p.m.

$64,000 Challenge (CBS-117): Lorillard (L&N), Revlon (W&L), Sun. 10-10:30 p.m.

Ann Sothern (CBS-158): General Foods (B&B), Mon. 9:30-10 p.m.

Ed Sullivan Show (CBS-159): Mercury (K&E), Eastman-Kodak (JWT), Sun. 8-9 p.m.

Danny Thomas (CBS-158): General Foods (B&B), Mon. 9-9:30 p.m.

Top Ten Lucy Shows (CBS-146): General Foods (B&B), Mon. 9-9:30 p.m.

Treasure Hunt (NBC-168): participating sponsors, Mon.-Fri. 11-11:30 a.m.

Truth or Consequences (NBC-115): Alberto Culver (Bates), Mon.-Fri. 2-2:30 p.m.

Twenty-One (NBC-151): Pharmaceuticals (Kletter), Mon. 9-9:30 p.m.

Wagon Train (NBC-165): Lewis Howe (M-E), Drackett (Y&R), Edsel (FC&B), Wed. 7:30-8:30 p.m.

Wanted, Dead or Alive (CBS-154): Brown & Williamson (Bates), Sat. 8:30-9 p.m.

Wells Fargo (NBC-161): Buick (M-E), American Tobacco (SSC&B), Mon. 8:30-9 p.m.

What's My Line (CBS-101): Helene Curtis (M-E), alternating with Kellogg (Burnett). Sun. 10:30-11 p.m.

Who Do You Trust (ABC-77): participating sponsors, Mon-Fri. 3:30-4 p.m.

Wyatt Earp (ABC-137): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

6
7
8
10
11
YARDS

How do you measure
Chicago Radio and TV Stations?

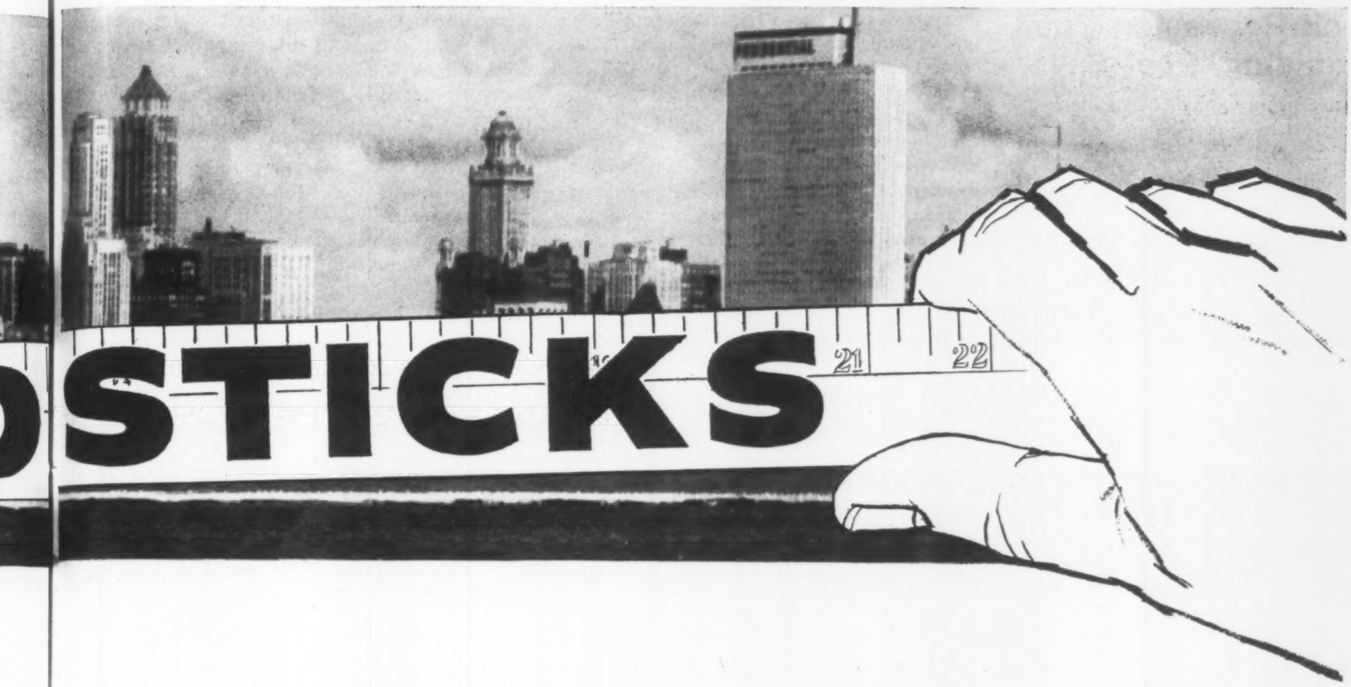
Here are two "yardsticks" that show
how WGN and WGN-TV measure up:

WGN-TV

QUARTER HOUR FIRSTS LEADERSHIP

	ARB August, 1958	Nielsen, 4 Week August, 1958
WGN-TV	**126**	**129.5**
Network X	116	90
Network Y	70	115.5
Network Z	118	86

QUALITY and INTEGRITY in



WGN-RADIO

REACHING MORE HOMES THAN ANY OTHER CHICAGO STATION*

Total Radio Homes in Area	4,939,780	**WGN** leads by	**975,540**
Homes Reached Day or Night—			
Monthly	1,663,050	**WGN** leads by	**336,450**
Weekly	1,497,710	**WGN** leads by	**268,930**
Daytime Circulation—			
Weekly	1,349,700	**WGN** leads by	**221,420**
Daily	826,580	**WGN** leads by	**20,810**
Nightime Circulation—			
Weekly	850,440	**WGN** leads by	**224,000**
Daily	465,440	**WGN** leads by	**109,430**

*NCS No. 2

TY in Chicago

QUALITY
RADIO
WGN
TELEVISION
INTEGRITY

Council Recession Push Outstanding, Ebel Says

The Advertising Council "Confidence in a Growing America" campaign to fight recession psychology and restore public confidence in the national economy has been one of the Council's most successful efforts, Edward W. Ebel, chairman of the Radio & Television Committee, reported last Monday (Oct. 20). It is also one of the largest, with $20 million pledged in time and space.

Speaking at a luncheon given by the council in Hollywood, Mr. Ebel, who is vice president in charge of advertising services for General Foods, reported that from April through July radio and tv delivered over a billion home impressions to the campaign, with more than 350 messages broadcast on network commercial programs alone. At the local level, over 500 tv and 2,500 radio stations have broadcast an average of 50 messages each, he said. The printed media have also helped and over 300,000 of the booklets, "Your Future in a Growing America," offered in all the messages, have been distributed.

Robert M. Gray, advertising manager, Esso Standard Oil Co., was volunteer coordinator for the campaign; McCann-Erickson was the volunteer agency, with Grey Adv. Agency volunteer agency for a special trade paper campaign and Communications Counselors volunteer public relations agency.

Describing the campaign as "one of the Council's greatest challenges," Mr. Ebel pointed out that it began at a time when most economists believed that the "slump was getting slumpier" and that it probably would be worse than the recessions of 1948-49 and 1953-54. By pointing to the growing population and the concomitant need for more food, homes, autos, schools and almost everything else, as well as increased job opportunities, the council messages turned the tide. By the end of August, most economists agreed that the backbone of the depression was broken and credited the Advertising Council campaign with doing the breaking.

Dr. Frank Sparks, president of the Council for Financial Aid to Education, thanked the Advertising Council and its advertising, agency and media supporters for the aid to higher education campaign, which he said had been largely responsible for increasing contributions to American schools and colleges from a little over $600 million a year to a little under $1 billion a year in only two years time. Gordon C. Kinney, council director of radio-television, reported briefly on other current council campaigns. Walter Bunker, Young & Rubicam vice president in Hollywood, chairman of the Hollywood Radio-Tv Committee, was chairman.

The annual report of the Ad Council, distributed at the luncheon, states that in 1957 sponsored network radio programs delivered more than two billion home impressions donated to 18 major campaigns and 52 other causes, an increase of 57% over 1956. In the first half of 1958, "regular weekly radio support was contributed to 13 major campaigns and 29 other projects," the report continues. The 1958 support so far amounts to more than half a billion home impressions.

In tv, "circulation contributed by network advertisers alone in 1957 jumped 50% over the previous year's total, from 10 billion tv home impressions to over 15 billion. Results for the first half of 1958—9.5 billion home impressions—indicate that this is a continuing trend," the report notes, adding that in addition to the messages on sponsored shows, the tv networks and stations provided time and talent to many council campaigns. The Hollywood committee, for its part, "helped get steady increases in support from filmed programs."

The report also points out the efforts of NAB "to broaden local station cooperation in every community" and the cooperation of the Screen Actors Guild in "helping to make possible increasingly effective and dramatic film material for television." More and more stations, both radio and tv, are using the council campaign kits in their programming.

Repplier Sums Up 13-Year Drive In Report at Safety Conference

About $130 million worth of free advertising time and space, including an aggregate of 14 billion radio-tv home impressions, have been contributed to traffic safety campaigns the past 13 years. And advertisers donated about $20 million worth of free time and space to the recent anti-recession campaign.

These were some of the figures recounted by Theodore S. Repplier, president of the Advertising Council, in a banquet address before the 46th National Safety Council in Chicago's Conrad Hilton Hotel Wednesday evening (Oct. 22).

Mr. Repplier pointed out that when the Advertising Council launched its "Confidence in a growing America" drive last April, employment and industrial production were off and "almost everybody agreed the slump would be longer and deeper than any recent ones." Over a period of four months, an estimated $20 million was contributed by advertisers for "a peacetime record." The campaign hit its peak around June 15, Mr. Repplier recalled, and "the first cracks in the recession appeared soon thereafter."

While certain evidence was not conclusive, he added, "many economists and the Secretary of the Treasury feel this campaign helped shorten the recession." If it did, we have made a discovery perhaps equal in importance to a cure for tuberculosis, in terms of sparing human misery." The Advertising Council's 15 annual campaigns prove advertising "has the power to change habits," he commented.

Thirteen years of traffic safety campaigns have produced through advertising (1) over 62,000 full pages of newspaper space; (2) 250,000 outdoor posters; (3) nearly a million car cards; (4) 426 pages of consumer magazine advertising, and (5) the 14 billion radio-tv home impressions.

"This is more than 3,000 times the circulation secured by a full season's run of the *Ed Sullivan Show*," Mr. Repplier observed.

Radio-Tv in 1959 Again Slated For 60-65% of Marlboro Budget

Marlboro cigarette advertising in 1959 will be slightly higher than the $5 million now spent yearly on this Philip Morris Inc. filter brand, but the 60-65% proportion spent in the broadcast media will remain the same. This was the information given by Thomas S. Christensen, Marlboro brand manager, in Washington last week.

Marlboro, Mr. Christensen stated, has been finding that professional sports on tv are growing year by year in popularity. It

COLORCASTING®

The Next 10 Days
of Network Color Shows
(all times EST)

NBC-TV

Oct. 27-31, Nov. 3-5 (2-2:30 p.m.) *Truth or Consequences*, participating sponsors.

Oct. 27-31, Nov. 3-5 (2:30-3 p.m.) *Haggis Baggis*, participating sponsors.

Oct. 27, Nov. 3 (7:30-8 p.m.) *Tic Tac Dough*, Procter & Gamble through Grey Adv.

Oct. 27, Nov. 3 (10-10:30 p.m.) *The Arthur Murray Party*, P. Lorillard through Lennen & Newell.

Oct. 28 (8-9 p.m.) *Eddie Fisher Show*, Liggett & Myers through McCann-Erickson and RCA Whirlpool through Kenyon & Eckhardt.

Oct. 29, Nov. 5 (8:30-9 p.m.) *The Price Is Right*, Speidel through Norman, Craig & Kummel and Lever Bros. through J. Walter Thompson.

Oct. 29, Nov. 5 (9-9:30 p.m.) *Milton Berle Starring in the Kraft Music Hall*, Kraft Foods Co. through J. Walter Thompson Co.

Oct. 30 (9:30-10 p.m.) *The Ford Show*, Ford through J. Walter Thompson.

Oct. 31 (8-9 p.m.) *Further Adventures of Ellery Queen*, RCA through Kenyon & Eckhardt.

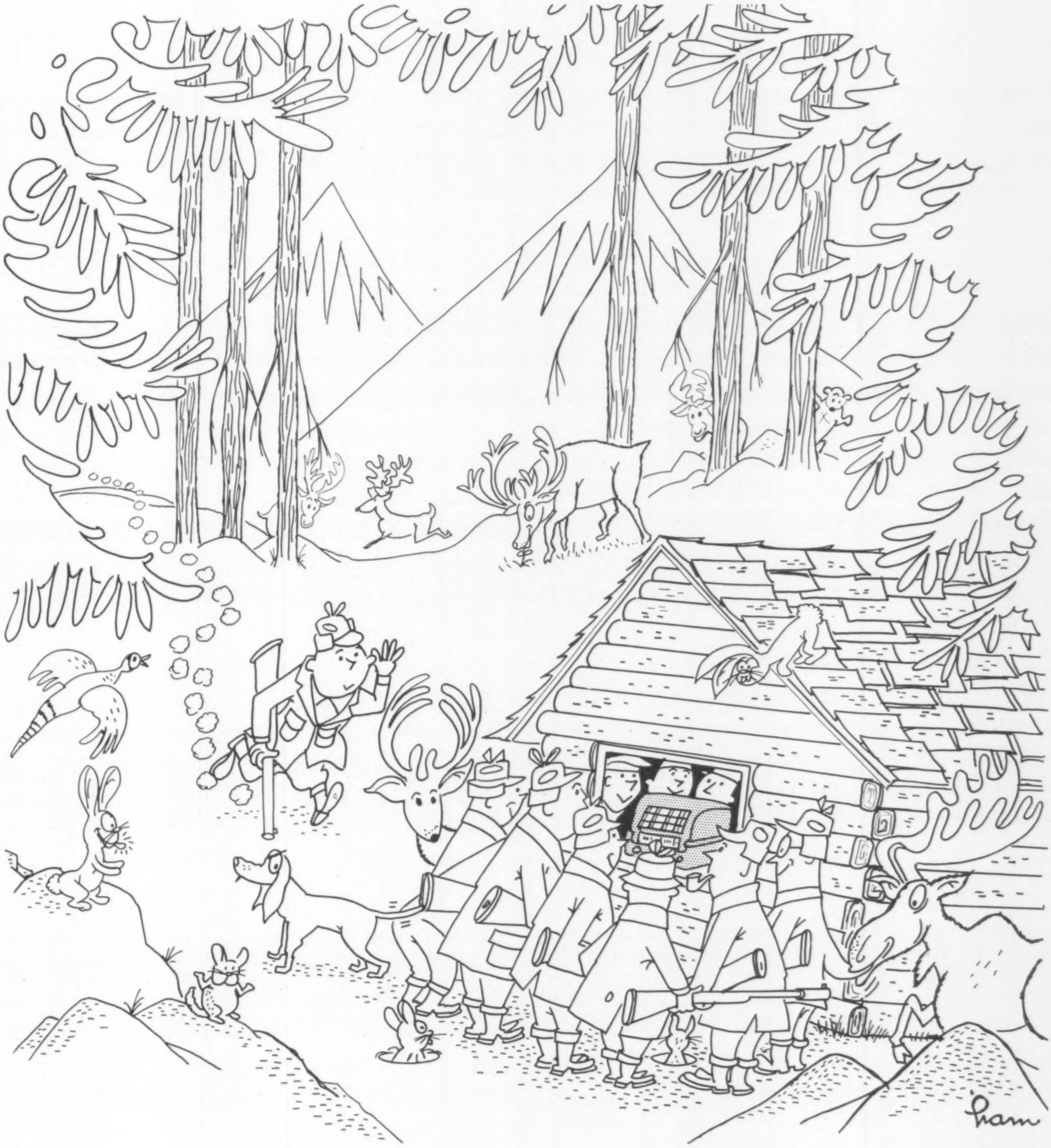
Nov. 1 (8-9 p.m.) *The Perry Como Show*, participating sponsors.

Nov. 2 (7:30-8 p.m.) *Northwest Passage*, RCA through Kenyon & Eckhardt.

Nov. 2 (8-9 p.m.) *Steve Allen Show*, Polaroid through Doyle Dane Bernbach, DuPont through BBDO, Timex through Peck and Greyhound through Grey.

Nov. 2 (9-10 p.m.) *Chevy Show*, Chevrolet through Campbell-Ewald.

Nov. 4 (8-9 p.m.) *George Gobel Show*, RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.



They're All Listening to **AP** *News*

(Mats are available to AP members on request)

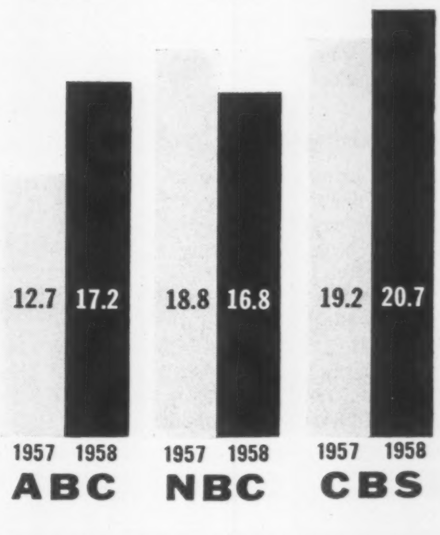
Talk about

*Source: Trendex, October 1958 vs. October 1957; *all* sponsored evening programs (excluding news and religious programming) *for the prime evening hours* – 7:30-10:30 P.M. **Important: these figures are from the latest (and only) official Trendex reports available to the television industry . . . and not from a special study prepared for any specific network.**

picking up
ground!

COMPARATIVE RATINGS*

All Sponsored Evening Programs, 7:30 - 10:30 P. M.

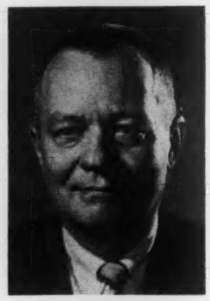


Look at the bar graph (above). It represents the Trendex ratings for the first week of the new TV season. The bar graph for share-of-audience tells just about the same story: ABC up from 23.4 to 31.7 – an increase of 35%, as compared to an increase of only 6% for CBS and a drop of 13% for NBC.

No matter how you break it down, ABC-TV's early-season gains have been resounding. The season, of course, has just started. But even at this stage, it is rewarding to witness the mounting competitive strength of

ABC TELEVISION

MR. CHRISTENSEN



MR. SMITH

intends, he said, to maintain its television sponsorship of professional sports all year round. Marlboro is now sponsoring professional football on eight regional tv networks, and just finished sponsoring CBS' baseball *Game of the Week*. Other sponsored sports will include hockey in season, Mr. Christensen said.

Marlboro is also a participating sponsor on NBC-TV's *Jack Paar Show* and CBS-TV's *To Tell the Truth*. It uses selected film series on a national spot basis.

Owen B. Smith, vice president of the Leo Burnett Co., Chicago, told the Washington Advertising Club about "The Marlboro Story" last week in Washington, D. C.

He illustrated his talk, which emphasized the origination of the flip-top box and the tattooed, virile type of advertising, with films of tv commercials and recordings of radio announcements. Mr. Smith's speech was opened with a "call for Philip Morris" by the radio-famous "Johnny," making a personal appearance.

Lorillard Credits Tv for Gains

"Fantastic" increases in both third quarter and first nine-month sales and income for 1958 were reported last week by P. Lorillard Co., New York, attributing most of the gain to consumer acceptance of Kent cigarettes and the tv promotion behind them. For the third quarter of 1958, Lorillard reports $132,024,998 sales (as against 1957 third-quarter sales of $86,259,476) and income of $7,478,350 (as against $3,076,028 in 1957). First nine-month report for 1958 (ending Sept. 30) reports net sales of $353,292,387 as against $190,901,125 for the first nine months of 1957; income for this period in 1958 as against a similar 1957 period was $19,303,199 vs. $5,797,520.

Lorillard agency is Lennen & Newell Inc., New York.

Benrus Moves From L&N to Grey

The Benrus Watch Co., New York, announced last week it has appointed Grey Adv., New York, as its new agency, effective Nov. 1. The account has been handled for the past two years by Lennen & Newell, New York. Benrus had been billing about $2 million but it is reported that this year's figure is "well below" that amount. The watch firm has been a fairly active spot-radio tv advertiser in the past but Grey has not as yet announced media plans for the account.

FC&B Moves Tully to New York As Phase Two in Eastward Shift

Foote, Cone & Belding has taken another step in its gradual move toward a New York centralized operation geared to the East Coast.

Richard W. Tully is the second top-level executive to move from Chicago to New York in the past year.

Mr. Tully, vice president and general manager of the agency's Chicago office, has been named to a newly-created post of chairman, national operations committee. As of Jan. 1, he will be coordinating operations of the agency's seven U. S. offices. He becomes also a senior vice president and has been elected to the board. [AT DEADLINE, Oct. 20].

Last May, John B. Simpson, vice president and director of broadcast at FC&B and located in the Chicago office, was moved to New York to become national director of broadcasting, a new post. At the time, agency executives found in the Simpson cross-country move a shift in the agency toward a more national or "New York" flavor in broadcast activity (Mr. Simpson now controls the agency's radio-tv activity).

Also in FC&B's New York pattern: election of Rolland W. Taylor in the summer of 1957 as president, retaining his headquarters at FC&B's Park Ave. office.

BBDO, Eight Branch Offices Now On Teletypewriter Hookup

Let's put it on the teletypewriter and see how it reads back has a special meaning now at BBDO.

The advertising agency's huge headquarters on Madison Ave. (at 383) in New York has been linked with eight of its branch offices located throughout the U.S. via a private teletypewriter system which the agency believes to be the first of its kind in the advertising field.

Of particular interest to the broadcast media: up-to-the-minute information on advertising media availabilities can be transmitted with speed. Included also are data on changes in advertising copy and administration.

The system was designed and provided by the Long Lines Dept. of AT&T. Though the control center is at BBDO, New York, any "outlying station" can send to any other and need not be relayed through New York.

Increasing Tv-Radio Complexity Inspires New Department at K&E

Television's growth as an advertiser's vehicle is the reason behind Kenyon & Eckhardt's formation of a separate unit to be known as the tv-radio cost and forwarding department.

Gordon White, K&E's tv-radio business manager, last week was named to head this new department. In this capacity, Mr. White will handle the business affairs of tv commercial production and programming including various administrative details of putting together shows.

Under the new setup, James Bealle, K&E vice president and director of radio-tv programming, and John Murphy, vice president in charge of commercial production, will be relieved of administrative problems of cost control, forwarding, preparation and policing of contracts, legal problems, union coordination and general management functions.

K&E management decided upon the new department to permit the tv-radio and commercial production departments to concentrate on creative and professional work, to accommodate increasing tv needs and to permit growth of the medium within the agency.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

NOTE: The Sindlinger interviewing week runs Saturday through Friday, with questions on the basis of "yesterday." Thus, the "Activity" week is Friday through Thursday.

There were 125,766,000 people in the U. S. over 12 years of age during the week Oct. 10-Oct. 16. This is how they spent their time:

72.0%	(90,552,000)	spent	1,798.1 million hours	WATCHING TELEVISION
55.4%	(69,674,000)	spent	951.5 million hours	LISTENING TO RADIO
83.9%	(105,518,000)	spent	438.6 million hours	READING NEWSPAPERS
36.8%	(46,282,000)	spent	217.9 million hours	READING MAGAZINES
25.9%	(32,573,000)	spent	395.9 million hours	WATCHING MOVIES ON TV
20.6%	(25,846,000)	spent	106.8 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Oct. 1, Sindlinger data shows: (1) 111,385,000 people over 12 years of age have access to tv (88.6% of the people in that age group); (2) 43,132,000 households with tv; (3) 47,491,000 tv sets in use in U. S.

Q: when you first turn on the radio, what station do you tune to?

A: *WWDC, said 17.9% of Washingtonians to whom PULSE popped the question. Our closest competition was almost two percentage points away.*

This is only one of many facets of WWDC leadership in the Washington, D. C., metropolitan area, brought out in a special qualitative survey conducted by PULSE. For the full report, write WWDC or ask your Blair man for a copy of "Personality Profile of a Radio Station." It's well worth the reading.

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

There's lots of exciting news in Jacksonville, Fla., too—where WWDC-owned Radio Station **WMBR** *is changing listening habits overnight. CBS Spot Sales has the story.*

THIS

This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc. Spot Television

IS MR. TELLDAILY

. . . who says that the public is like a small boy. "Unless I keep telling them and telling them *and telling them*, they go out and do nothing—for me!"

So day-in and day-out his high frequency Spot Television "Plans" are telling and telling, and selling and selling with sight, sound and demonstration—at very low costs per sales call.

Let us send you a copy of "SPOT TELEVISION COST YARDSTICKS" which will show you what it costs to use spot television's "Plans" regionally, seasonally or market-by-market.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N.Y.C.

WEST

KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV	Honolulu	9	CBS
KMAU KHBC-TV	Hawaii		
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle-Tacoma	7	CBS

MIDWEST

WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wis.	3	CBS
WCCO-TV	Minneapolis-St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS

SOUTHWEST

KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

EAST

WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WJIM-TV	Lansing	6	CBS
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	CBS
WROC-TV	Rochester	5	NBC

SOUTHEAST

WLOS-TV	Asheville, Greenville, Spartanburg	13	ABC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WSVA-TV	Harrisonburg, Va.	3	ALL
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WDBJ-TV	Roanoke	7	CBS

PETERS, GRIFFIN, WOODWARD, INC.
SPOT TELEVISION

Pioneer Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

UA SIGNALS AGGRESSIVE TV DRIVE

United Artists Corp., already a name to be reckoned with in television, last week took major expansion steps. It made final the acquisition of Associated Artists Productions Corp., a major distributor of feature films for tv, and announced that UA-TV has concluded arrangements for its fifth tv series.

As working control of AAP passed officially to United Artists Associated Inc., a UA subsidiary, UA executives said no immediate changes were expected in operation or in personnel. Eliot Hyman, president of AAP, retains that post with UAA, while Robert S. Benjamin, who is chairman of UA Corp., assumes the same capacity in UAA.

According to UA, approximately 98% of outstanding shares of AAP sought by UA were tendered. UA is a multi-faceted entertainment enterprise, principally a financing-distribution organization, its major revenue stemming from theatrical motion pictures. In the past two years, UA has entered tv film production and financing, sale of feature film to tv, phonograph recording, music publishing and motion picture theatre management-ownership.

The fifth UA series that will be produced without benefit of pilot is *Hudson's Bay*, a "northwestern" starring Barry Nelson and the second UA production under the Northstar Pictures Ltd. banner. The latter organization—comprised of talent agent John Gibbs and producers Richard Steenberg and Michael Sadlier—earlier committed itself for production of *The Troubleshooters* starring Keenan Wynn. Shooting is set to begin next month on location, though "some" secondary unit material already has been shot.

UA-TV also is engaged in "other activities" in the Far East, but principals declined to comment on these, preferring to wait another month before announcing details of this newest project.

The other three "firm-39" video film series which will bear the UA-TV stamp are Cypress Production's *Dennis O'Keefe Show*, the first print of which should be ready this week; Hi Brown's *International Airport*, which should have its first film completed by Dec. 15, and Bryna Productions' *The Vikings*, which will go before the cameras in Munich Jan. 12, and which won't be made available to tv until next season so as not to compete with UA's theatrical film version of Kirk Douglas' "Vikings." A sixth property, Fletcher Markle's *The Young In Heart* (Aries Productions) is the only one which is now being shown to advertisers on the basis of one completed pilot film.

UA-TV is committed to some $10 million in time, production and pre-production costs with these six properties. To date it has not snared a sale, but UA-TV President Herb Golden maintains that UA-TV won't begin "hard-selling" its product until later this fall, "when we've got something to show the agencies." Nonetheless, it's been holding informal discussions with several shops, "just to keep them apprised of what we're now doing and what we hope to do."

Mr. Golden and Executive Vice President Bruce Eells claim that while *Vikings* hasn't even gone before the cameras, it's already got an interested advertiser, but UA says it may not be interested in this offer. New York-based UA-TV won't identify the advertiser other than to describe it as "an out-of-town cosmetics house." The reason for UA-TV's reluctance: the advertiser wants Vikings in 45 markets on a spot basis, and though 30 of these are the top U. S. market areas, UA-TV apparently would rather wait for a network buyer.

Mr. Golden believed that UA-TV would have its first advertiser-client signed before the end of the year; he also thought that UA-TV could hope to get "at least" three network deals out of its lineup of six properties. The reason for shooting a full complement of 39 installments, he said, is obvious: should UA-TV fail to get a network buy, it would immediately toss a property into syndication.

Mr. Eells disclosed that the company expects to set up a new syndication arm around March 1959 to handle sales of these properties; this organization would operate independently from UA-TV's already-existing syndication office, which now busies itself with the sale of theatrical feature film to tv. Reason for this two-fold operation: the latter group, headed by sales manager John Leo, deals principally with stations. The planned set-up, Mr. Eells explained, would operate in the realm of advertisers and agencies, thus would be staffed by specialists familiar with agency and network operations.

In all of its video film commitments, UA-TV acts as the banker-distributor. It will provide working capital to independent producers. UA-TV has distribution and ownership rights in perpetuity, and after the initial investment has been made up, the individual producer then participates in about 50% of the profits. Any dealings with advertisers and agencies rest with UA-TV, and the producer may not veto any advertiser arrangements.

At the closing Oct. 20 of the UAA acquisition, funds were turned over to the depository banks for payment to AAP stockholders of $11 plus 6% from July 1, 1958, for each share held and pro-rata amounts for AAP debentures and stock option warrants. UA said this involved payment to security-holders of more than $23 million. When the assumption of liabilities and prior payments made in connection with the purchase are added, the total involved in the purchase was an amount "substantially in excess of $30 million."

Principal assets acquired: the Warner Bros. pre-1950 film library (about 800 sound and 200 silent pictures); 60 "Looney Tunes" cartoons, 277 "Merrie Melodies" cartoons, about 1,400 short subjects, 234 "Popeye" cartoons and many other features.

WHAT UA GOT

The Allied Artists Productions annual report for the fiscal year ended June 28, 1958, shows an after-tax loss of $1,189,688, an improvement over the preceding year's $1,783,910 loss after taxes. Total gross income amounted to $15,977,000 compared with $18,138,000 the year before. The company's current and working assets are reported to exceed current liabilities by $2,580,000 as of June 28. Though the final tally is not yet available for this fiscal year's first quarter, AAP President S. Broidy stated that preliminary figures show a profit.

KCOP (TV) Owners Join Producer To Syndicate Tv Adventure Show

The owners of KCOP (TV) Los Angeles and Jack Douglas, producer-narrator of the adventure-travel tv series, *Seven League Boots*, currently on KCOP, have formed Seven League Enterprises Inc. to put the programs into national syndication, Kenyon Brown, KCOP president, announced. Principals in the new firm, in addition to Mr. Brown and Mr. Douglas, are Bing Crosby, George L. Coleman and Joseph A. Thomas, co-owners of KCOP with Mr. Brown.

On KCOP, Mr. Douglas provides live narration for the true adventure films which are made in Eastman color throughout the world by his own cameramen. Plans call for Mr. Douglas to begin immediately putting his live narrations for 52 programs on film, in preparation for syndication of the series early next year. "We know that in Douglas we have the outstanding producer of documentary films and we feel certain that in *Seven League Boots* we have acquired the best of Douglas' national creations in this type of programming," Mr. Brown commented. He stressed that even though the owners of KCOP are interested in Seven League Enterprises, this is a separate company in which the Los Angeles station is not involved.

New Paramount Sales by MCA-TV

MCA-TV Film Syndication Div. last week announced the sale of its paramount library of 700 features in three new markets, raising the number of outlets which have contracted for the films to 22. It is estimated that MCA-TV already has grossed $40 million on sales of the library which was purchased last April from Paramount Pictures for $50 million. The latest stations to sign for the library are WJBK-TV Detroit, WTOL-TV Toledo and WBAL-TV Baltimore.

Official Films Board Re-elected

Official Films, New York, has announced that its board of directors was unanimously re-elected at OF's Oct. 8 annual stockholders meeting. Re-elected: Harold L. Hackett, chairman; Seymour Reed, Lee Moselle, Robert D. Bernheim, Stanley Mitchell, William A. Cruikshank Jr., Leonard O. Fischer, Louis Levinson and Walter J. Smith.

Official also announced promotions of

Sherlee Barish, special custom planning commission, to special sales representative, and Barney MacKall, salesman, to sales manager for 11 western states, headquartering in San Francisco. Official's syndicated series of *Robin Hood* reruns was sold last week to WRGP-TV Chattanooga; WISC-TV Madison, Wis.; KMJ-TV Fresno; WFLA-TV Tampa, Fla.; KVIP-TV Redding, Calif., putting the series in a total of 35 markets.

Animated Package in Production As First Offering by Westworld

Westworld Artists Productions, recently formed New York animation studio, is making pilots for a 15-minute syndicated cartoon series to be released to stations in the fall of 1959. The package will consist of two six-minute units, *Whinny and Bo* and *Deadly Dudley*, each with a complete story line and with openings for commercials at beginning, middle and end of the package.

Officials said several 90-minute programs also are being prepared for production. These include "Adventures of Paul Bunyan" and "Rumpelstiltskin, a Musical Fairytale."

Len Maurer, Westworld production head, said all filming will employ the most advanced wide-screen and dimensional animation techniques available. Techniques to be used include Artiscope, new electrochemical process for converting a live-action film into animation [FILM, June 30], Scanimation and Animascope. Jack Silberlicht, former electronics engineering director of Hazeltine Research Corp., will be in charge of technical direction and development of the new processes, Mr. Maurer said.

Mason Sues NTA for $3,375,000

Actor James Mason has filed a damage suit for $3,375,000 against National Telefilm Assoc. in Los Angeles Superior Court, charging that a letter written by Mort Abrahams, NTA director of creative programming, implied he is lacking in loyalty, courage and integrity. The letter, addressed to the William Morris Agency concerning the appearance of Mr. Mason in a tv series, *The Third Man*, was published in the *London Daily Express*, the suit alleges, exposing him to the "contempt, hatred and ridicule of friends, relatives, business associates . . . and the general public."

Film Studios Cautious on VTR

Though Hollywood major film studios—Paramount Pictures, Screen Gems (subsidiary of Columbia Pictures) and Metro-Goldwyn-Mayer among them—are giving careful consideration to experimental use of videotape for tv production, there is an inclination toward caution. Reasons, as expressed by MGM-TV people, include: tremendous investment in and need to amortize film equipment now in use; the cost involved in copying the VTR "master" and length of time it will keep before deterioration, and current cost for VTR equipment. Also involved in VTR is the question of residual payments to union members.

DID SUPREME COURT PULL BONER IN REMANDING DEINTERMIXTURES?

- **Springfield ch. 2, Peoria ch. 8 go back to lower court**
- **Conjecture raised on like action in other influence cases**

The U. S. Supreme Court has opened wide the gates to a flood of reconsiderations of television channel shifts made by the FCC in the last few years.

The Supreme Court, in what is considered an unprecedented—and in many minds an incomprehensible—action last week sent back to the appeals court two rule-making cases involving purported wire-pulling.

The high court returned to the U. S. Court of Appeals in Washington the Springfield, Ill., ch. 2 and the Peoria, Ill., ch. 8 deintermixture cases. It vacated the appeals court orders affirming the Commission's 1957 orders moving ch. 2 from Springfield to St. Louis (where it is now held by KTVI [TV] that city) and ch. 8 from Peoria to Rock Island-Moline-Davenport. It told the lower court to take "appropriate" action in the light of allegations of improper influences made before the House Legislative Oversight Committee last spring.

If the appeals court follows the procedure it has already established in two *ex parte* cases (Miami ch. 10 and Boston ch. 5), it will return the deintermixture cases to the FCC for an investigation.

Last week's action underlines, it is stressed by Washington lawyers in the communications field, that the FCC and the courts will be remanding both comparative and rule-making cases tainted by charges of behind the scenes lobbying. The Commission only last week announced that on its own motion it was reopening the Orlando, Fla., ch. 9 comparative case.

The Supreme Court vote was 7 to 2. Justices Tom Clark and John M. Harlan dissented. They thought the petitions for review should be denied and that the allegations could be handled by the appeals court in its consideration of other elements of the same two cases.

While a stunned FCC and parties to both cases wrestled with the implications of the Supreme Court's order, the Court of Appeals in Washington moved more swiftly.

On Wednesday of last week Circuit Court Clerk Joseph W. Stewart wrote to all counsel representing clients in the Evansville ch. 9 case asking if there were any allegations of improprieties in the pending matter similar to the circumstances in the Springfield and Peoria cases referred to in the Supreme Court's order last Monday.

The Evansville case involves the FCC's 1957 order moving ch. 9 from Hatfield, Ind., to Evansville and making it an educational station, and moving ch. 7 out of Evansville to Louisville. WTVW (TV) operates on ch. 7 in Evansville. There are two applicants for Hatfield's ch. 9—WOMI and WVJS, both Owensboro, Ky.

FCC lawyers were frankly nonplussed at the implications of the Supreme Court's action. Just what the Commission's attitude would be was not decided at week's end.

Only one party—WEEK-TV Peoria—was "seriously considering" asking the Supreme Court to reconsider its ruling, its attorney, Jack P. Blume, announced last week. Other reactions varied from "watchful waiting" on the part of WICS (TV) Springfield, Ill., according to James A. McKenna Jr., attorney for that station and for American Broadcasting-Paramount Theatres Inc., to "it's too soon to make up our minds," voiced by other attorneys.

The parties have 25 days to ask the Supreme Court for reconsideration.

Washington communications lawyers were outspoken, but requested anonymity. The consensus ran this way:

- The Supreme Court goofed. The allegations of improper representations were made after the cases were decided by the appeals court. They were not part of the matters before the high court. There would have been no knowledge of them except that J. Lee Rankin, Solicitor General of the United States, speaking for the Justice Dept. and the FCC, brought the matter to the attention of the court. Even so, Mr. Rankin emphasized that the appeals court still had jurisdiction over the questions of impropriety since a second part of the Springfield ch. 2 case is still pending before it.
- The Supreme Court goofed. There was no reference to purported irregularities in the Peoria ch. 8 case by the Solicitor General, yet the Supreme Court remanded this case on the basis of Mr. Rankin's comments in the Springfield case.

In its petition for review, WIRL-TV Peoria alleged that Sen. Robert S. Kerr (D-Okla.) intervened to persuade the FCC to move ch. 8 out of Peoria. Sen. Kerr is one of the owners of uhf ch. 43 WEEK-TV Peoria. The Supreme Court, however, made no reference to these charges.

- The Supreme Court goofed. The FCC has two functions, judicial and legislative. There is a major distinction between talking to commissioners in an adjudicatory proceeding and a rule-making proceeding. Deintermixture proceedings are rule-making functions. There is no question of the impropriety of talking to a commissioner in a comparative hearing. But it has been an accepted fact that this ethical prohibition did not extend to rule-making matters. No one has ever questioned the propriety of this. In fact, in the legislative-type of proceeding the Commission must have the benefit of all ideas and thinking—from everyone, whether parties to the proceeding or not.

One lawyer flatly stated last week that the Supreme Court's ruling has blanketed conversations with commissioners in rule-making cases with an "air of false impropriety". Another predicted that from hence-

Local in management...

The Corinthian stations are first and foremost local in character... for *great* stations must be responsive to the needs and tastes of their individual communities.

Each Corinthian station has its own independent *local* management team... experienced men at the helm and in the key operating areas of programming, sales, engineering and promotion. The strength of each of the Corinthian stations attests to the abilities of these men and the role they play in Tulsa, Houston, Fort Wayne and Indianapolis.

THE CORINTHIAN STATIONS ***Responsibility in Broadcasting***

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

Interrelated in service

The Corinthian stations have *more* than this. They benefit from each other's experience. And have at their disposal the full-time staff services of specialists in the basic areas of broadcasting...each outstandingly qualified in his field...Corinthian's Director of Programming, *Robert H. Salk;* Director of Sales, *Don L. Kearney;* Director of Engineering, *George G. Jacobs;* Director of Research, *Charles H. Smith;* and Director of Promotion & Advertising, *Robert J. Sullivan.* These men provide facts, judgment and the exchange of ideas upon which local management can base sound decisions.

Clearly, you get something *extra* when you buy a Corinthian station.

THE CORINTHIAN STATIONS ***Responsibility in Broadcasting***

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

BUCK SLIPS—SUPREME COURT VARIETY

The Supreme Court's orders in the Springfield and Peoria cases were as follows:

"No. 235. Sangamon Valley Television Corp., petitioner, v United States of America, FCC, Signal Hill Telecasting Corp. et al. On petition for writ of certiorari to the United States Court of Appeals for the District of Columbia Circuit. *Per curiam:* The petition for writ of certiorari is granted. In view of the representations in the Solicitor General's brief on pages 7 and 8, concerning testimony given before the Subcommittee of Legislative Oversight of the House Commerce Committee subsequent to the decision by the Court of Appeals in this case. the judgment of the Court of Appeals is vacated and the case is remanded to the Court of Appeals for such action as it may deem appropriate.

"No. 242. WIRL Television Corp., petitioner, v USA, FCC, et al. On petition for writ of certiorari to the U. S. Court of Appeals for the District of Columbia Circuit. *Per Curiam:* The petition for writ of certiorari is granted. The judgment of the Court of Appeals is vacated and the case is remanded to the Court of Appeals for appropriate action in the light of the matter called to this Court's attention on page 7 of the Solicitor General's brief in No. 235, *supra.* Mr. Justice Clark and Mr. Justice Harlan dissent in the above cases. The matters referred to by the Court were not presented in the Court of Appeals and are not presented by these petitions. Agreeing with the Solicitor General that denial of the petitions for writs of certiorari would not foreclose appropriate consideration thereof by the Court of Appeals, we see no reason for vacating the Court of Appeals' judgments and, therefore, dissent from this disposition of the matter by the Court."

forth out, the mantle of judicial procedure will be thrown around legislative as well as judicial proceedings.

An FCC lawyer raised an even more provocative question. Suppose, he said, the appeals court sends back to the FCC the two cases, as it has already done in the Miami and Boston comparative cases. Suppose the FCC investigates the charges and finds them true. The question he raised is how the FCC is going to disqualify a party in a rule-making proceeding; there are no applicants in the same sense that there are in comparative hearings.

He agreed, however, that the Commission might—if an investigation showed that there had been improper pressures—reconsider its decisions to deintermix the two cities.

Many lawyers called attention to the July 1956 Van Curler case in which the appeals court found "nothing improper or erroneous in the Commission's consideration of these interviews as depicted in this record." In this case, the charge had been made that CBS officials had seen FCC commissioners *in camera* and had made proposals involving Albany, N. Y. But, the court ruled, the CBS proposals were in the nature of nationwide allocations "concerning which the Commission was seeking all sorts of advice and information . . ."

The Peoria ch. 8 remand has raised the most intriguing question, in the minds of many observers. The Supreme Court said it was sending back this case for virtually the same reason it was returning the Springfield case.

But, there is no mention of *ex parte* representations by the Solicitor General in the Peoria case. He only made this mention in the Springfield case. The appellant, WIRL-TV, however did make such representations in its brief asking that the Supreme Court review the appeals court affirmation.

To compound what many communication lawyers feel is the Supreme Court's incomprehensible error, the U. S. Court of Appeals in its Oct. 22 letter to all counsel involved in the Evansville, Ind., ch. 9 case referred to the WIRL case and not to the Springfield case at all.

The appeals court letter to counsel in the Evansville case was short. Signed by Joseph W. Stewart, clerk, it read: "I have been directed by the court to inquire of counsel in the above-entitled cases whether or not there exists in these cases circumstances similar to those which caused the Supreme Court on Oct. 20, 1958, to vacate the judgment of this court in *WIRL Television Co. v. U. S., et al, No. 242, October Term, 1958,* and which might affect the disposition by this court of the above-entitled cases." Mr. Stewart asked that replies be made on or before Oct. 31.

One lawyer credited the Supreme Court with greater knowledgeableness than others gave it credit. He pointed out that the Supreme Court must have realized that there was a community of interest between the two cases—both involved deintermixture, both were central Illinois areas, both were deintermixed on the same day, both involved grantees who had been awarded vhf channels but had been denied the right to construct. This attorney pointed out that when the Commission deintermixed these two cities, it implied that it had to deintermix both—it couldn't remove the vhf channel from one city without doing the same in the other city, since the vhf signal in one city had a partial overlap in the other city. Springfield and Peoria are about 65 miles apart.

The Supreme Court referred to the comments in the brief of the Solicitor General in remanding the cases. What was it that the Solicitor General said? These are his exact words, stated in the government's brief in the Springfield case only:

"We believe it proper, however, to call the court's attention to certain testimony given before the Subcommittee of the Legislative Oversight of the House Committee on Interstate and Foreign Commerce on May 22, 26 and 28, 1958, and June 9, 10 and 11, 1958, subsequent to the decision by the Court of Appeals affirming the Commission's order. The testimony indicates that after the rule-making proceeding here had been initiated by notice of proposed rule-making, and while it was under consideration by the Commission, representatives of the St. Louis operator of a uhf station who was interested in having a new vhf channel assigned to St. Louis and representatives of the petitioner and the other applicant for vhf ch. 2 in Springfield, who were interested in retaining that channel in Springfield, made *ex parte* presentations with respect to merits of the rule-making proceeding to various members of the Commission.

"These matters were not presented to the court below and are not presented by the petition. For this reason, the respondents do not and would not regard denial of certiorari as foreclosing appropriate consideration thereof by the Court of Appeals."

The gist of the allegations before the House Oversight Committee last spring, some admitted by KTVI (TV) St. Louis principals and some denied, were: That KTVI President Harry Tennenbaum lobbied with virtually all FCC commissioners to get ch. 2 moved from Springfield to St. Louis; that KTVI hired former FCC Comr. Robert F. Jones and paid him $55,000 without making him an attorney of record and without the knowledge of KTVI's regular counsel, William A. Roberts; that KTVI enlisted the aid of Sen. Stuart Symington (D-Mo.) and Cleveland attorney Charles Steadman; that KTVI ordered ch. 2 equipment from GE and signed an affiliation contract with ABC before the final assignment was made.

The Springfield ch. 2 comparative case was decided in June 1956 when the FCC reversed its examiner and granted a final authorization to WMAY-TV Inc., denying the application of Sangamon Valley Television Corp. The grant carried a prohibition against construction pending the outcome of deintermixture proceedings.

WMAY-TV is half owned by WMAY Springfield. Sangamon Valley is 40% owned by WTAX Springfield.

In February 1957, the Commission decided 15 deintermixture cases. Five of these involved shifting vhf channels to other localities—Springfield and Peoria being two of these (the others: Evansville, Ind.; Fresno, Calif., Vail Mills—Schenectady and Elmira, N. Y.

In place of ch. 2, Springfield was assigned uhf chs. 26 and 36. WMAY-TV's authorization currently is for ch. 36; it is not yet operating.

The FCC deintermixture vote for Springfield was 4 to 2; Comrs. George C. McConnaughey, Rosel H. Hyde, Robert T. Bartley and Robert E. Lee favoring, and Comrs. John C. Doerfer and Richard A. Mack dissenting. Comr. T. A. M. Craven abstained.

Sangamon Valley appealed both the loss of the grant and the deintermixture action to the U. S. Court of Appeals in Washington. This court upheld the Commission's

The New
LITTLE ROCK Story

Is...
"MISS EMILY"

. . . the warm, vibrant lady who comes alive with a vivid presentation of American History each weekday morning on KTHV, Channel 11. A Little Rock school teacher for thirty-five years, "Miss Emily" participated in the School Board-sponsored "television school" upon the closing of Little Rock's High Schools. Though "television school" lasted only one week, Miss Emily's warmth, knowledge, wit, and wisdom shone through brightly, and she became a regular member of the KTHV staff.

She draws people from every walk of life, every economic strata and educational level, to their television sets. She possesses that intangible spark of a teacher, leader and performer. She has received an avalanche of fan mail and the heart-warming story of "Miss Emily" has been carried nationwide by most major newspapers in the country. A talented, deserving person, "Miss Emily" is truly the "NEW" Little Rock story.

- This type of programming imagination typifies KTHV, Channel 11. Community service has made KTHV, Channel 11, an integral, respected member of our market. For complete information and availabilities . . .

SEE YOUR BRANHAM MAN

CBS
KTHV CH. 11
LITTLE ROCK

HENRY CLAY, Executive Vice President
B. G. ROBERTSON, General Manager

deintermixture action in May of this year. Sangamon Valley asked the Supreme Court to review this ruling.

The Sangamon Valley petition for *writ of certiorari* was opposed not only by the government, but also by KTVI (TV) St. Louis, WICS (TV) Springfield and American Broadcasting-Paramount Theatres Inc. KTVI is represented by attorney Monroe Oppenheimer; Sangamon Valley by Duke Patrick.

In its reply to these oppositions, and particularly to the remarks of the Solicitor General with respect to influence pressures, Sangamon Valley declared that these allegations were "not supported." Sangamon Valley said it did discuss the loss of Springfield's only vhf channel with the mayor of that city, and that he consulted with the FCC members. It emphasized that such representations were not improper in rulemaking proceedings.

The Sangamon Valley appeal from the grant to WMAY-TV has been held in abeyance at the appeals court pending the outcome of the deintermixture appeal.

Ch. 2 in St. Louis has been operated by KTVI since it was allocated to that city. The station, which began operation on uhf ch. 36 in 1953, was given temporary authority to broadcast over ch. 2 and in April of this year won permanent authority following a merger agreement with the only competing applicant, Louisiana Purchase Co. comprising a group of St. Louis businessmen.

KTVI is now owned by Paul E. Peltason and Mr. Tennenbaum, each owning 33.66%; Central New York Broadcasting Corp. (WSYR-AM-TV Syracuse, N. Y.-Newhouse stations), 22.7%, and the Louisiana Purchase principals, 9.9%.

Mr. Peltason issued a statement after the Supreme Court ruling last Monday, in which he said:

"It is inherent in the nature of proceedings such as these that they could be long drawn-out and that many months might pass before an ultimate decision is reached. Confident that this decision will be favorable, KTVI is going forward and intends to give the greater St. Louis area public the same good programming, and its sponsors, local and national, the same good service it has attempted to provide since the inception of operation."

The Peoria ch. 8 grant was made in June 1956 to WIRL that city, with the Commission sustaining the examiner's recommendations, and denying the opposing applicant, WMBD Peoria. As in the Springfield ch. 2 grant, the Peoria permit prohibited construction until a determination was reached on the deintermixture proceeding.

WIRL is owned by Timothy Swain and John H. and Edward J. Altorfer. WMBD is 66⅔% owned by Charles C. Caley and 33⅓% by multiple owner John E. Fetzer.

In February 1957 the Commission deintermixed Peoria, moving ch. 8 to the tri-city area of Rock Island-Moline (Ill.)—Davenport (Iowa). It substituted for ch. 8 in Peoria uhf chs. 25 and 31—ch. 25 now being the WIRL-TV channel. The station is not yet on the air. The deintermixture vote was the same as in the Springfield action.

SEQUEL ON RATINGS

The Senate wants to know more about the tv rating services than it learned at a one-day hearing by the Senate Commerce Committee last summer. Accordingly, Chairman Warren G. Magnuson (D-Wash.) of that committee last week announced the Senate group will hold new hearings next January soon after the new 86th Congress convenes.

Additional hearings on complaints and inquiries about the major tv rating services had been tentatively scheduled after the congressional elections —about Nov. 10—until Sen. Magnuson's announcement last week.

The one-day session on Capitol Hill last June [GOVERNMENT, June 30] was presided over—and attended by—only one senator, A. S. Mike Monroney (D-Okla.). Testifying were A. C. Nielsen, A. C. Nielson Co.; James W. Seiler, American Research Bureau; Edward G. Haynes Jr., Trendex; Sydney Roslow, Pulse Inc.; Allan V. Jay, Videodex, and A. C. Sindlinger, Sindlinger & Assoc. Sen. Monroney expressed disappointment after the hearing at what he felt was the failure of rating services to bring improvement in programs.

If the committee carries over its previously-planned next step into the new Congress, witnesses will be executives of networks, advertising agencies and national advertisers, who will explain how they use tv rating services.

WIRL appealed this vhf loss and in March 1958 the U. S. Court of Appeals in Washington upheld the FCC's action. WIRL immediately asked the Supreme Court to review this ruling.

In the WIRL brief to the Supreme Court, the charge is made that Sen. Kerr pressured the FCC into removing ch. 8 from Peoria because the senator wanted to remove vhf competition from uhf ch. 43 WEEK-TV in the same city. Sen. Kerr is the principal owner of WEEK-TV. WIRL alleged that Sen. Kerr brought pressure to bear on the FCC through his colleague, Sen. A. S. Mike Monroney (D-Okla.), a member of the Senate Commerce Committee. It referred to the hearings on deintermixture held by the Senate Commerce Committee over the past few years. WIRL also implied that Sen. Kerr's membership on the Senate Finance Committee played a part in influencing the FCC.

In his opposition to the WIRL petition, the Solicitor General made no mention of *ex parte* representations—as he did in the Springfield ch. 2 case. Other parties, opposing "cert" were WEEK-TV and AB-PT. WIRL is represented by Mr. Swain.

Meanwhile six applicants are vying for ch. 8 in the tri-city area. At one time there were eight, but two withdrew. There has been one pre-hearing conference, with another scheduled for Nov. 21. The hearing proper is scheduled to begin Dec. 1.

The applicants are: Iowa-Illinois Television Co., 65% owned by multiple owner Peoples Broadcasting Co.; Community Telecasting Corp., among whose stockholders is Mel Foster who owns 25% of KSTT Davenport; Illiway Television Inc., owned by Stanley H. Guyer, L. F. and Bruce Gran all of whom once had stock interests in WREX-TV Rockford, Ill.; Midland Broadcasting Co., owned by H. Leslie Atlass Jr. and family; Moline Television Corp., among whose stockholders is Frank P. Schreiber, former general manager of WGN-AM-TV Chicago, and Tele-Views News Co., whose principals all have interests in the local *Tv Guide*.

NBC, Douglas to Meet On Chicago Show Issue

A meeting of NBC executives and Sen. Paul H. Douglas (D-Ill.) is planned in Chicago this week for the network to elaborate on why it made cutbacks in local live programming on its WMAQ and WNBQ (TV) Chicago.

The conference was called after Sen. Douglas asked for clarification of several points in NBC Board Chairman Robert W. Sarnoff's reply to the senator's query [AT DEADLINE, Oct. 6]. Sen. Douglas' telegram to NBC followed complaints to the FCC by the Chicago chapter of American Federation of Tv & Radio Artists against NBC's planned program changes for the fall [GOVERNMENT, Oct. 6].

While waiting for the NBC answer, Sen. Douglas impatiently shot a telegram to Gen. David Sarnoff, RCA board chairman, asking Gen. Sarnoff "as the real head of NBC to review this entire matter" and "restore all the programs which your company so ruthlessly eliminated."

Additional protests were lodged with the FCC last week against NBC by the Chicago City Council and by Rep. Peter F. Mack (D-Ill.). The Chicago City Council by resolution called on the FCC to investigate WNBQ's operation "in the public interest." Rep. Mack asked the FCC to consider "public interest" questions and added, "Our networks seem bent on making tv production a monopoly of Broadway and Hollywood." The FCC replied to Rep. Mack that it is checking the AFTRA chapter's protests and that no action is planned until all pleadings are received.

(Other protests to the FCC against the proposed NBC changes in Chicago have been filed by Rep. Sidney R. Yates (D-Ill.) and Chicago Mayor Richard J. Daley, while NBC has filed an answer to the AFTRA complaint to the FCC [GOVERNMENT, Oct. 20].)

In his wire to Gen. Sarnoff, Sen. Douglas decried the re-shuffling of news programs (reinstating of Clifton Utley and dropping Len O'Connor) and stated the "principle of providing local shows in the public interest." Sen. Douglas added that "personalities are not involved in my stand."

Rep. Mack, a member of the House Interstate & Foreign Commerce Committee, wired FCC Chairman John C. Doerfer, raising "public interest questions" arising from network cancellation of programs. He held that "many television viewers in Illinois, and throughout the Midwest, support the position of AFTRA in demanding that the Commission do everything within its power in encouraging telecasters to use good talent wherever it is found."

FCC Sides With WFBG In Equal Time Dispute

FCC last week supported the claims of WFBG Altoona, Pa., that it didn't violate the "equal time" provisions of Sec. 315 of the Communications Act as claimed by Mrs. Julia Maietta, Democratic candidate for Congress who is trying to unseat incumbent Rep. James E. Van Zandt (R-Pa.).

In a letter to Mrs. Maietta, the Commission said it had written WFBG and that from the station's answer it "doesn't appear" WFBG failed to meet its obligations under Sec. 315.

Mrs. Maietta had complained that WFBG granted Rep. Van Zandt "unlimited free and paid time" and denied her access to WFBG and that the station had rejected copy submitted by her to the station, had attempted to censor such copy and had engaged in "stalling tactics" to keep her off the air.

WFBG replied that it charged both Mrs. Maietta and Rep. Van Zandt for time and that Mrs. Maietta canceled time contracted for on WFBG but had used some of the time on WFBG-TV Altoona that she contracted for.

The station said it granted no free time, as such, to Rep. Van Zandt, but that he had made short talks on four radio-tv news programs since Aug. 1 as follows: Aug. 20, an explanation of a railroad bill in Congress; Sept. 23, an explanation of why the bill failed to pass; Sept. 26, an explanation of a tour of Altoona businessmen to the Curtiss-Wright plant in nearby Quehanna; Oct. 2, a talk to a reserve officers group on the need for armed forces scientific advances.

On Sept. 29, WFBG carried a talk by Rep. Van Zandt introducing Admiral Hyman Rickover to the local Lions Club and offered Mrs. Maietta equal time, but she refused, the station explained.

More Microwaves Ask Court To Act on Relay Applications

Five more appeals have been made to stir FCC action on applications for microwave relay systems by common carriers which feed community antenna tv systems. The first appeal was made by Mesa Microwave Inc. [Government, Oct. 20].

Carter Mountain Transmission Corp., Cody, Wyo.; East Texas Transmission Co., Tyler, Tex.; Idaho Microwave Inc., Twin Falls, Idaho; New York Penn Microwave Corp., Corning, N. Y., and Valley Microwave Inc., Florence, Ala., have petitioned the U. S. Court of Appeals for the District of Columbia to order the FCC to act on their applications for microwave relay facilities or to tell them why it can't grant the applications and set them for hearing.

The FCC has withheld action on nearly 50 relay applications since initiating a study of CATV operations, boosters, satellites, etc., last May [Government, May 26] and has granted only one such application since that time.

DBA Asks Extension, Offers Alternate Plan

The Daytime Broadcasters Assn. last week asked the FCC to reconsider denial of DBA proposals to extend the operational hours of daytime am stations [At Deadline, Sept. 22] and asked that, if DBA's proposal for extended time is not granted, the FCC grant a modified extension—two hours a day less than the original proposal.

The alternative requested of the FCC was to permit daytimer operation from 6 a.m. or sunrise (whichever is earlier) to 6 p.m. or sunset (whichever is later). DBA initially proposed an additional hour both in the morning and evening.

DBA said the objections the FCC found to the 5 a.m. to 7 p.m. plan would be largely obviated by the 6 a.m. to 6 p.m. proposal. The daytimers' group charged the FCC denial was "inconsistent" with statutory responsibilities and that FCC findings were "arbitrary, capricious and not supported by the record." The FCC, DBA said, ignored recommendations made by the Senate Small Business Committee in September 1957 that findings be based on "actual radio-listener preference and practice" instead of "theories of radio signal propagation and interference."

DBA said "mail survey" data furnished by "clear channel interests" was improperly relied upon by the FCC and didn't support Commission findings. This data, besides, was furnished in another proceeding and proponents of extended hours had no opportunity to study it or reply to it, DBA continued.

DBA said the "mail survey" data did not specifically cover the times of day under question in the daytime proceeding and that the mail responses were for the month of June 1958, when sunrise and sunset occur almost everywhere outside the hours of 5 a.m. to 7 p.m. and distant listeners could not possibly be listening to clear channel stations during the hours under question.

An attached engineering statement by Everett L. Dillard, Washington consulting engineer, charged the FCC with oversimplifying the "twilight hours" by considering "day" as all the period after sunrise and "night" as all the period after sunset, thus disregarding the changing degrees of skywave propagation during these hours. DBA said this interpretation exaggerated the losses of service from clears which might occur under the proposal and under-estimated gains from daytimer service.

WNOE to Go to Supreme Court With Appeal of Jesuit Tv Grant

WNOE New Orleans last Wednesday (Oct. 22) notified the federal Court of Appeals in Washington that it plans to ask the U. S. Supreme Court to review the appellate court's decision upholding the grant of ch. 4 New Orleans to WWL-Loyola U. [Government, Oct. 20]. The lower court mandate will be held up pending possible action by the Supreme Court.

WNOE, a losing applicant for ch. 4, appealed the FCC grant on the grounds Loyola, a Jesuit institution, is an "alien" corporation and not eligible to own a broadcast station. The appellant, owned by James A. Noe (former Louisiana governor), has 90 days from the date of the lower court decision (Oct. 15) to file a writ of certiorari with the Supreme Court.

The third applicant for ch. 4, the *New Orleans Times-Picayune* (WTPS), also originally appealed the grant to Loyola. This protest was withdrawn after the *Times-Picayune* acquired the *New Orleans Item* and as a condition of this purchase, sold WTPS [Changing Hands, Oct. 13].

Comes Now Philco Protest To NBC-RCA Review Petition

Philco Corp. has filed its opposition with U. S. Supreme Court to a petition by NBC-RCA for *writ of certiorari* asking the court to review the appeals court June 19 decision upholding the right of Philco to protest the license renewals of NBC's Philadelphia WRCV-AM-FM-TV. Philco has protested the renewals, but FCC refused to entertain the objections on the ground Philco had no standing to protest. The appeals court, by a split 2-1 vote, held Philco has standing to object. NBC-RCA last month asked the Supreme Court to review this ruling.

The gist of the argument is the right of Philco to standing even though it is not a licensee of broadcast facilities in Philadelphia. Philco claimed it has a right to protest since it is a competitor of RCA in the manufacture and sale of electronic equipment and household appliances. Philco's basic objection is that RCA enjoys unfair advantage in advertising its products through ownership of the Philadelphia station. Philco also objected to request of Gerity Broadcasting Co. two weeks ago to file a brief in support of the NBC-RCA position as *amicus curiae* [At Deadline, Oct. 13].

Magnuson Officially Disbands Bowles' Allocations Committee

Sen. Warren Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, has disbanded the special ad hoc committee on allocations headed by Prof. Edward L. Bowles of Massachusetts Institute of Technology. The study group submitted its report four weeks ago [Government, Sept. 29].

In a letter to Prof. Bowles dated Oct. 15, Sen. Magnuson stated: "Now that the report has been submitted and made public, the purpose for which the ad hoc advisory committee was formed has terminated. Therefore, I am dissolving the committee as of this date." The senator thanked the committee members for "your generous and able cooperation in undertaking this difficult assignment."

The Senate committee has taken no action on the report, which was highly critical of the FCC. It has been sent to that agency and the Justice Dept. for comments.

NBC-TV SAYS IT'S NUDGING CBS-TV

- **Affiliates drink in network's claims of superiority**
- **Gains: program popularity, billings, clearances, sellouts**

A seemingly confident corps of top NBC officials told an audience of seemingly contented affiliates last Thursday that NBC-TV is on its way to becoming the No. 1 television network—and has already arrived in some areas.

The confidence on one side and contentment on the other seemed to stem to a great extent from the contents of the network's comprehensive progress report on the past year's achievements. The report included claims of: CBS-TV already overtaken in program popularity; billings gains almost twice those run up by CBS-TV; clearances better and longer lineups being ordered by advertisers; 1958-59 schedule "basically" sold out despite the early softness in the television market.

More than 200 video affiliates were on hand for the network's presentation, which used both live and film techniques as the 12th annual NBC-TV convention opened in New York Thursday. The radio affiliates had heard the NBC Radio network presentation the day before (see page 64) and further meetings of both radio and tv groups were held Thursday afternoon and Friday morning. Some 75 radio-tv editors from across the U. S. also were NBC's guests for the week and participated in many of the affiliate proceedings (see following pages).

Walter Damm, retired head of WTMJ-TV Milwaukee, presided as chairman of the NBC-TV Affiliates board of delegates, but promptly turned the Thursday morning session over to NBC Station Relations Vice President Harry Bannister and other network officials.

NBC President Robert E. Kintner, chief presiding officer for the presentation, reviewed NBC-TV programming and challenged critics who have contended that television programming is in a rut. On all three networks, he said, more creative effort is going into television than ever before.

While Don Durgin, vice president and national sales manager, carried the main burden of the overall presentation, top representatives of the programming, sales, news, sports and public affairs departments were called upon to deal with their jurisdictions in detail. Climaxing the 2½-hour production was an address by Board Chairman Robert W. Sarnoff (see page 66).

Brig. Gen. David Sarnoff, board chairman of NBC's parent RCA, received an ovation when his presence in the audience was called to the attention of the affiliates.

Mr. Durgin devoted much of his time to "the great audience shift of 1957-58," citing Nielsen figures as showing that NBC ratings rose and those of CBS fell to a point where there was no "discernible difference" in some categories and that NBC pulled ahead in others. The nighttime change alone, he said, "reflects a shift from one network to the other of an average of over 5 million viewers per minute, the greatest audience shift ever witnessed in network television."

The specials, as well as last year's overhauling of nighttime programming generally, also contributed to the audience swing, Mr. Durgin asserted. He pointed out that where the average Nielsen rating for all evening programs last season was 20.6 the average NBC special had a 25.9 rating.

He said NBC's programming had been good for the affiliates as well as the network, using ARB figures to show that in 29 markets where all three networks operate, the NBC affiliate in all but three improved their shares of evening audience by up to 10-20%. The same study showed CBS improvement in only four of the 29 markets.

In morning time, Mr. Durgin reported, CBS led by more than 2 to 1 in 1956, but "by mid-1958 NBC had more than doubled its average audience—a rating increase of 117%, while the CBS competition during this same period declined by 21%." He also noted, as announced earlier, that by the end of the past summer NBC's daytime schedule averaged better than 70% sold out and "by early fall a total of some $64 million gross advertising orders have already been placed for the 1958-59 season."

Station clearances for NBC programs improved considerably, Mr. Durgin reported. In 1957 the NBC average was about 125 stations and in the past season it was about 135, compared to 140-145 for CBS both years, he said, adding:

"I am pleased to say that for the 1958-59 season our ordered nighttime lineup average 153 stations vs. 139 for a year ago—a 10% increase. In daytime last season our average ordered lineup was 80 stations. This season the average order is for 124 stations—an increase of over 50%.

"We have the station orders this season to pass CBS; it is up to you gentlemen from the stations as to whether or not we do. On clearance depends not only billings but more important national ratings for us and local standing in the market for you."

Striking out at new-season ratings ads placed by ABC-TV (see story page 68), Mr. Durgin said it is still "too early to tell" but that "on the basis of early returns, NBC starts the new season as the No. 1 network according to Trendex."

On the question of live vs. film programming he said 24 regularly scheduled nighttime half-hours are on film and 21 are live. In a typical week, daytime and nighttime, he said NBC carries 108 half-hours live to 26 half-hours on film.

To frequently aired charges that networks have yielded program control, he cited the numerous sources of programming—but emphasized that the network retains final control—and pointed up the large number of creative people concerned with developing programs and program ideas for NBC.

He reported that 50 top advertisers participated in color programming on NBC last year and said there will be more NBC color this season than ever before—more than 600 hours in all.

Robert F. Lewine, vice president for tv network programs, told the audience that NBC telecasts 13 hours daily—the equivalent of more than 3,100 feature pictures a year, or seven years of output by major Hollywood studios.

He said NBC necessarily works a year in advance on programming, that it screens thousands of scripts and ideas and views 100 pilot films in its search for a handful

NBC LEADERS at the convention of NBC affiliates in New York last week included (l to r) Robert E. Kintner, president; Robert W. Sarnoff, board chairman; Harry Bannister, vice president, station relations, and Matthew Culligan, executive vice president, radio network.

It's Easy To Pick A Winner In Memphis

Channel 3 Is First By All Surveys

WREC-TV's superior local programming and news coverage is combined with a basic CBS Television affiliation to make certain that: "In Memphis there's more to see on Channel 3." Full power and highest antenna deliver complete coverage of the great Mid-South market. It's the *right* combination for your advertising message. See your Katz man for availabilities.

Here are the latest Memphis surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A. R. B. May '58 (Metro Area)	**Pulse** May '58 (Metro Area)	**Nielsen** Feb.-Apr. '58 (Station Area)
WREC-TV	**201**	**240**	**195**
Sta. B	122	93	74
Sta. C	53	47	107

WREC-TV
Channel 3 Memphis

CBS
TELEVISION

Represented Nationally by the Katz Agency

of regularly scheduled programs.

NBC's policy, he said, is "never be satisfied with what you have on the air" and "make the next season better than the last," and he told the affiliates that he was confident this would be accomplished.

Walter Scott, vice president for tv network sales, said the "economic coffee break" earlier this year was "real, real tough" but that actually the recession merely delayed the placing of network orders.

"We'll deliver to you an essentially sold-out schedule," he assured the affiliates.

Mr. Scott also noted that NBC already has "important fourth-quarter orders" from three advertisers in a field which seemed especially hard hit by the recession. He listed the three as Bulova, U. S. Time and Elgin watches.

NBC's news operation and the development of this department by Vice President William R. McAndrew were praised both by Mr. Kintner, who said that as an ex-newspaperman he considered NBC news coverage the best in the business, and by newsman Chet Huntley, who noted that he had also worked for CBS and ABC but regarded NBC's news organization as the most capable in broadcasting.

Mr. Huntley said the "upsurge" in NBC News was not accidental, that it was built to endure and "this is only the beginning." The news department's requests for time periods and budget have not once been refused, he asserted. He said Mr. McAndrew was determined to build a team and have no "star system" and that he had never known an NBC newsman to withhold a story for his own broadcast although, he asserted, this is "standard procedure" in some other organizations.

Lindsey Nelson, substituting for Sports Director Thomas S. Gallery, who was ill, said NBC-TV not only is No. 1 sports network but has a new concept to strengthen that position. The concept: a year-round sports package which will include—in addition to the present NCAA football, post-season games, pro championship football and the reguar Gillette Cavalcade of Sports package—a college basketball game of the week pro basketball, the U. S. Open Golf Tournament, U. S. tennis championships, horseracing, etc.

Advertisers are buying into this package "like nothing before," Mr. Nelson reported.

NBC public affairs activities were described by Edward Stanley, director of this field, who put special emphasis on work in and with educational television. He reported that NBC-TV thus far has delivered 167 half-hour programs to educational tv stations and that the number will reach 200 by the end of the year. He stressed NBC-TV's *Continental Classroom* course, offering college credits in atomic-age physics, and the impact it had had in the country's schools and colleges.

Mr. Stanley urged affiliates to establish and maintain good relations with the colleges and universities in their respective communities. The work which NBC has done in public affairs, he said, demonstrates that the tv network is a "natural resource."

NBC RADIO UNWRAPS 'IMAGE' SERIES

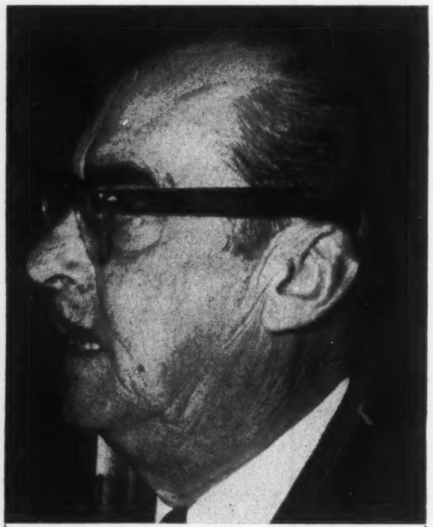
- **Weekday series to pre-empt 'Nightline,' affiliates told**
- **Network notes upped network sales, plans for local boosts**

A major new program series, reports of stepped-up network sales and increased payments to affiliates, pleas for better clearances and further plans to ease the way for affiliates to make more local sales dominated NBC Radio's presentation to its affiliated stations at their annual meeting in New York last Wednesday.

Approximately 150 affiliates also heard NBC President Robert E. Kintner give assurance that it is a "definite policy" of NBC to make the radio network bigger and better and to give it all the resources it needs, "comparable with television." They also were told by Station Relations Vice President Harry Bannister that while the sales picture is better there is still room for improvement, which is just a fancy way of saying "we're still losing money on the radio network."

In the main presentation Matthew J. Culligan, executive vice president in charge of the radio network, said the new programming, to be called "The NBC Image Series," will consist of "audio documentaries," each of which may take up to a month of night-time strip programming to complete. The first, set for January, is *Image: Russia,* and Mr. Culligan said it was expected to take 30 to 40 hours of on-air programming extending over more than four weeks. The "Image" series will run Mondays through Thursdays, pre-empting *Nightline.* Features including *Pocketbook News, Family Living '58,* and *Pauline Frederick at the UN* will be integrated into the various "Image" programs.

Mr. Culligan said he was confident "Image" would rival *Monitor* and *Nightline* in audience appeal but that he doubted it would equal those shows in interest to advertisers—at the network level. On the local level, under the network's so-called "no waste" policy, he saw the series as a stimulant to sales.



WALTER DAMM, who retired recently as head of WTMJ-AM-TV Milwaukee, presided as chairman of the NBC-TV affiliates board of delegates for the last time last week. It marked the end of a quarter-century of Mr. Damm's active participation in affiliate affairs.

The radio network chief assured the affiliates that NBC now leads all radio networks in terms of sponsored hours. He noted that figures for Mutual are not available but said that among the three others NBC in October had almost half of all sponsored hours—48.1% as compared to 33.4% for CBS Radio and 18.5% for ABC Radio.

The affiliates also were told that NBC Radio had led CBS Radio in sponsored hours almost consistently in each quarter since the first one in 1957. (CBS Radio has consistently dismissed such estimates, pointing out that NBC sells in six- and ten-second lengths while CBS does not and asking how such diverse computations could be comparable.)

As last year, Mr. Culligan appealed for better clearances but at the same time noted that clearances have improved sufficiently in the past year so that the network now is definitely able to guarantee to advertisers from 75-85% of the total network lineup of stations.

"But please remember that we are still a little shy of delivering our advertisers this 85% clearance," he asserted, pointing out that on an overall basis clearances have gone from 74% in July 1957 to 75% in October 1958 and 80% now. Best clearance is on *Monitor*—83%, while the 10 a.m. to noon Monday through Friday block is up to 82%.

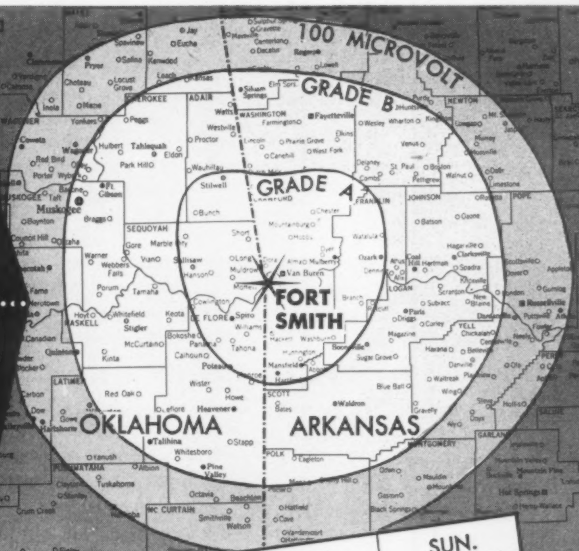
In appealing for further improvement in clearances, Mr. Culligan reminded the group that NBC had cautioned a year ago that it could not comply with affiliates' requests for increased prices "until we could deliver higher circulation through improved clearances." He said that now, "although we still need improvement in some areas, the overall picture is improving."

Tying clearances to circulation, circulation to more sales and higher prices, and increased volume to greater compensation for affiliates, he reported that payments to stations in 1957 were 75% above those in 1956 and that 1958 to date is running 94% ahead of last year. "Looking at it another way," he said, "each of you knows, from examination of your monthly check, that you have about tripled your income from the network in 1958 over the year 1956, if you have cleared a reasonable level of programming."

Mr. Culligan offered a demonstration of NBC's "Memory Vision" concept, using sounds to create appropriate moods and hence add impact to sales messages and radio communication, and also cited work on "Engineered Circulation," a concept to promote consumer use of a product after it has

cover this rich market

...with this powerhouse schedule



P.M.		MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.
6	00	NEWS WEATHER DOUG EDWARDS	NEWS WEATHER DOUG EDWARDS	NEWS WEATHER DOUG EDWARDS	NEWS WEATHER DOUG EDWARDS CASEY JONES	NEWS WEATHER DOUG EDWARDS HIT PARADE	SUPERMAN	LASSIE
	30	NAME THAT TUNE	HUCKLEBERRY HOUND	WAGON TRAIN	DECEMBER BRIDE	TRACKDOWN	SEA HUNT	JACK BENNY BACHELOR FATHER
7	00	THE TEXAN	EDDIE FISHER GEORGE GOBEL	THE PRICE IS RIGHT	"21"	JACKIE GLEASON	PERRY COMO	ED SULLIVAN
	30	FATHER KNOWS BEST		THE MILLIONAIRE	HIGHWAY PATROL	PATTI PAGE		
8	00	DANNY THOMAS	ARTHUR GODFREY	I'VE GOT A SECRET	TENNESSEE ERNIE	SCHLITZ PLAYHOUSE	GALE STORM	DINAH SHORE
	30	ANN SOTHERN	RED SKELTON	THIS IS YOUR LIFE	GROUCHO MARX	CAVALCADE OF SPORTS	HAVE GUN WILL TRAVEL	
9	00	WHIRLYBIRDS	GARRY MOORE	PAT BOONE	U. S. MARSHAL		GUNSMOKE	LORETTA YOUNG
	30	WELLS FARGO		NEWS WEATHER	NEWS WEATHER	NEWS WEATHER	NEW YORK CONFIDENTIAL	TO TELL THE TRUTH
10	00	NEWS WEATHER	NEWS WEATHER	"BEST OF HOLLYWOOD" (MGM AND WARNER BROS. MOVIES)			LAWRENCE WELK	PERRY MASON
	30							

Only 10.9% of metro Fort Smith views out-of-town stations—ARB 4-58

To cover the Arkansas-Oklahoma border market you need Fort Smith's only TV station—

KNAC-TV FORT SMITH ARKANSAS

CBS NBC ABC CHANNEL 5 MAXIMUM POWER

Represented by Venard, Rintoul & McConnell, Inc.

been bought. As long as a box stands unopened in the home, he said, it is a bar to the next sale of that product.

He also outlined new program plans apart from the "Image" series. One was "Analysis Stardust," an extension of the NBC "Stardust" programming of name talent. This would use "Stardust" talent in analyses of art, culture, style, home life and other areas in which these stars have special interest. As examples, Dave Garroway analyzed for the affiliates American reaction to Russia's world dominance drive; newscaster David Brinkley examined Congress; Leo Durocher, sports, and Marlene Dietrich, human relations.

George A. Graham, director of sales planning for the network, reported on NBC Radio's activities designed to promote local sales by affiliates. For instance: The "National Local Plan" in which sales to network advertisers are promoted—via closed-circuits from an advertiser to his dealers and distributors, and by other means—to help the stations sell spots to the network advertiser's local outlets.

Mr. Graham said more than 172,000 local spots have been sold on the basis of this network-and-station concept in the last 18 months, and Mr. Culligan observed that if a station hasn't averaged 900 spots in connection with this approach over the past 18 months then "your sales manager needs talking to."

Mr. Graham also reviewed NBC's "Summertime Is Outdoor Eating Time" campaign and its work with the Grocery Mfrs. Assn. and other important food groups, all of which, he said, have made it easier for NBC affiliates to get new or additional business from local food stores. He ticked off a number of stations which had reported notable success in lining up new sponsors as a result of this "theme promotion" by NBC—but he also cautioned the stations that "aggressive follow-through" is necessary on their part.

In the "National Local Plan" he singled out the Ruberoid Co. promotion as an example of what this concept can mean. After Ruberoid signed for a network campaign, he reported, the sponsor used NBC network and station facilities to present a closed-circuit program explaining the campaign to local dealers and users. The result: more than 5,000 local spots sold by NBC stations to Ruberoid outlets, according to Mr. Graham.

"In nine out of ten station cities," he asserted, "when a closed-circuit meeting was held, related local campaigns were sold. This is overwhelming evidence as to how much local revenue potential there is for you when you hold these closed-circuit meetings and aggressively follow them up. . . . Time after time, stations tell us that related campaigns are sold out to retailers, right in the studios, just minutes after the conclusion of the special closed circuit. Ruberoid's attitude is best summed up by the fact that they came back to us again last spring with a national-local campaign, and now we fully expect a third."

Mr. Graham said there is "no more eloquent testimony to the value of such promotions than the fact that . . . CBS Radio network has just organized a merchandising department for the first time in their history. But meanwhile we have two years lead time and believe me, we are going to stay more than two years ahead."

ALPHABETICAL ORDER FOR 'MONITOR'

Results of a research study released by NBC Radio show that familiarity with services of Universal C.I.T. Credit Corp., New York, more than doubled among listeners to NBC Radio's *Monitor* after the company completed a campaign on the weekend service.

T. E. Coffin, director of the NBC Research Dept., provided a summary of the study during a meeting of the NBC Radio affiliates in New York last Wednesday (Oct. 22), citing it as an example of the impact of a campaign on NBC Radio.

Universal C.I.T., an independent auto financing company, purchased 69 announcements a weekend on *Monitor* on four different weekends earlier this year. The campaign was created by Fuller & Smith & Ross, New York.

To determine the effectiveness of this saturation schedule, NBC Radio asked O'Brien-Sherwood Assoc., New York, to conduct personal interviews with 557 car owners in 11 medium-sized east, southwest and midwest cities. The interviews were conducted just before the campaign started and after it finished.

The 126% gain in familiarity with C.I.T. reportedly was an average of six different measures of knowledge. It included "spontaneous awareness" of C.I.T. and the number of listeners who were able to identify the company's advertising slogans on *Monitor.*

The study also shows, Mr. Coffin said, that there was a 63% rise in "favorable attitudes" toward C.I.T. among *Monitor* listeners. When asked to rate C.I.T. in comparison with other finance companies, the proportion terming it "excellent" rose by 79%.

Following the *Monitor* campaign, the survey reveals, there was an increase of 21% in the number of listeners who said they would consider C.I.T. for financing the purchase of a new car. A report on the complete findings is available through NBC Radio's sales department.

Dr. Thomas E. Coffin, NBC research director, spelled out details of a research study showing that Universal C.I.T. Credit Corp. averaged a 95% gain in knowledge, favorable opinion and preference among *Monitor* listeners after a four-weekend campaign on *Monitor* last spring, while among nonlisteners C.I.T. gained nothing and in some instances lost ground in its campaign. (see above).

The presentation closed after a brief talk by President Kintner, who also presented Board Chairman Robert Sarnoff and David Adams, executive vice president, corporate relations.

SARNOFF CAUTIONS NBC-TV AFFILIATES

- **Resist outside pressures**
- **Future depends on network**

NBC Board Chairman Robert Sarnoff last week called on affiliates to work with the network and "jointly withstand" stresses from divergent interests which tend to pull them in opposite directions. The future of tv may depend on just how well they withstand the pressures, Mr. Sarnoff told the affiliates at their annual meeting in New York (see pages 62, 64).

The network-affiliate relationship, he said, hinges on the networks' ability to continue as "the balancing force and the creative hub" of television, and "rests on the powerful structure of mutual interest."

While recounting past illustrations of affiliates working with the network—in traveling to Washington to support the network-station relationships' integrity "when it was under fire in the Barrow hearings"—Mr. Sarnoff cautioned that the "joint asset" could slowly erode through "misunderstanding or . . . failure to recognize the narrow margin between network success and failure."

"If that happens," Mr. Sarnoff warned, "the affiliates themselves could bring about the very result which they have pleaded so eloquently with the government to avoid."

The pressures depicted by Mr. Sarnoff: three-network competition and its effect in both network and spot; multiplication and diversification of program sources; slowness in network sales and final programming decisions because of a buyers' market; rising costs with accompanying leveling off of station profits and decline in total network profit margins; new interests entering the station field who "may be tempted to judge individual transactions on the transient basis of immediate financial effect, without first weighing the ultimate effect on the overall network-affiliate relationship."

Mr. Sarnoff explored the "dilemmas and frustrations of networking"—in which the networks receive charges of monopoly but yet actually are a business "whose hallmark is no-quarter competition"; a public official suggests more network programming to improve the quality of radio stations while other officials "seem dedicated to reducing the amount of network programming carried by television stations."

In a look at other tv areas, Mr. Sarnoff saw:

- Program sources—A "basic stability" has come from outside packagers who have grown or consolidated, "plus others from the motion picture industry, from syndication and from the talent agency field, [who] have become firmly anchored as program originators."
- Movies—"Only a soothsayer would

Our road-rallying friends are more surprised to see the wrangler than vice-versa. They seldom see horses these days, except those owned by rodeo riders and a few working cowhands. The West has changed.

Westerners' Secret Revealed

We may be gunned down for this, but it's time you knew. Few people around here ride horses anymore. Horses are too slow. Distances are too great.

For example, many salesmen for Amarillo's 370 wholesale firms drive 200-300 miles a day to make regular calls on close-to-home customers. High school football fans willingly motor 120 miles to see Friday night games. To attend a party 60 miles from home isn't unusual.

The vastness of the Plains puts everybody on wheels. We have more cars. We drive more. While national sales of things automotive average $768 per family, KGNC-TV viewers buy $1085 worth.

Lest you think all this means it's a long way between waterholes, note well. More than a half-million people live in our service area. Amarillo is their trade center, of course. But they also buy in 271 other cities, towns, villages and wide-places-in-roads. And KGNC-TV covers them all.

For a generous sample of change from the New West, add to your list

KGNC-TV

NBC Television Amarillo, Texas

Channel 4

Full power coverage in 4 states
Represented by the Katz Agency

hazard a forecast on whether the features will soon wane in appeal through play and replay, bringing an end to this chapter in television's history; or whether they will continue as a television staple."

- Color—Expanding steadily and rapidly from full support of "only one network and one manufacturer," soon the market will be big enough to enlist other manufacturer support, he said.
- Videotape—"We stand on another frontier opened by new technology," revolutionizing station and network operations.
- Organizational changes in the network —"We have fashioned a network organization that I consider the most competent anywhere," with "skilled and energetic" executives at its operational head, and geared for "the rough competition of today and for the rougher competition of the future."

ABC-TV Rating Claim Starts Three-Way War

A rhubarb broke out last week over fall-season program rating ads placed by ABC-TV. In the process, ABC, NBC and Trendex found themselves firing and fired at.

As recounted to assembled NBC-TV affiliates (see page 62) by Don Durgin, ex-ABC executive and now vice president and national sales manager of NBC-TV, it all started when ABC-TV took out ads promoting Trendex figures showing that for the week of Oct. 1-7 the rating of ABC-TV's sponsored evening programs was up 35% over 1957, giving it a 17.2 behind CBS-TV's 20.7 but ahead of NBC's 16.8.

NBC cried "foul," and so did Trendex. NBC contended these ratings were for a week when most of its new fall scheduled had not yet been introduced, and that furthermore ABC should have shown the ratings of all programs, not just those with sponsors. Both NBC and Trendex wondered why ABC, in counting up commercial time, had excluded the sponsored Billy Graham religious program from its own total (Mr. Durgin said it was because "it was too low-rated"). Trendex had a separate beef about the ABC ad's identifying the other networks rather than showing them as "Network A" and "Network B."

Trendex Executive Vice President Robert B. Rogers wrote NBC last Wednesday (Oct. 22) saying that ABC had given assurances that it would stop identifying the competing networks and that ABC authorities omitted the Billy Graham rating from their count because "they do not consider this a commercial program."

NBC meanwhile had Trendex do a survey for Oct. 8-14, by which time all but one of its shows was on the air. On an all-evening program base, which Mr. Durgin pointed out is the Trendex reported base, this showed NBC first with 18.4, CBS second with 17.3 and ABC third with 13.5. Mr. Durgin also pointed out that on an all-program basis even the Oct. 1-7 study would have shown ABC in third place. He also re-figured ABC's Oct. 1-7 rating with the Billy Graham show included and said this way ABC came out third again with 16.5 behind 16.8 for NBC and 20.7 for CBS.

But the sparks really flew when ABC took out another ad last Wednesday, repeating the Oct. 1-7 ratings for sponsored programs (excluding Billy Graham), using the CBS call letters but referring to NBC only as "the third network," and added this footnote; "Important: These figures are from the latest (and only) official Trendex reports available to the television industry . . . and *not* from a special study prepared for any specific network." The footnote also pointed out that the ratings were for sponsored evening programs "excluding news and religious programming."

In his letter to NBC, Trendex's Mr. Rogers called attention to the new ad. He said:

"I would like to point out that every special survey we conduct is just as 'official' and just as unbiased as the survey we conduct during the first through the seventh of each month. The sample size is identical, the distribution of the sample is identical and, therefore, the results may be compared directly.

"The inference that the figures produced during the week of Oct. 8-14 for NBC-TV are not comparable to those produced during Oct. 1-7 for the industry is inexcusable, and we certainly intend to bring this to the attention of ABC-TV officials."

ABC authorities meanwhile gave their side of the ruckus as follows:

They decided that, since the Oct. 1-7 Trendex would be the only one that Trendex subscribers generally would receive in October, they would use it in their advertising. They cut sustaining programs out of the compilations because they wanted to show advertisers what other advertisers were getting on ABC-TV. This, they said, is standard practice which has been followed by NBC as well as ABC. They deleted the Billy Graham rating on the ground that this program is not commercial in a true sense and also would be on for only four telecasts.

Moreover, they charged, NBC, NBC-TV picked Oct. 8-14 for its special measurement because NBC knew it had three specials (*Bob Hope Show, Johnny Belinda* and *Swiss Family Robinson*) and two premieres (*Milton Berle* and *Cimmaron City)* scheduled in that period to help boost audience.

In the meantime, reports circulated that ABC officials had threatened to cancel Trendex if word of the Trendex complaint leaked out. This could not be immediately confirmed at ABC, and Trendex' Mr. Roberts would say only that Trendex had received no official, written notice of cancellation.

Record Attendance Expected At CBS Affiliates Convention

An all-time high in registration is expected for the fifth annual convention of the CBS-Radio Affiliates Assn. to be held Wednesday and Thursday (Oct. 29-30) at the Waldorf-Astoria Hotel, New York.

Charles C. Caley of WMBD Peoria, chairman of the affiliates group board, and CBS Radio President Arthur Hull Hayes, last week announced that the advance registration a week before showed that 116 stations—more than 80% of the network's rate card—would attend. Frank Fogarty of WOW Omaha, convention committee chairman, said the number is running ahead of last year. Total registration a year ago was 119 stations, or 82.4% of the rate card.

General managers of CBS-owned radio stations meet with CBS Radio executives at the Berkshire Hotel, New York, Oct. 27 (Jules Dundes, CBS Radio's vice president in charge of station administration, presiding), and will meet again Oct. 28 along with sales managers with CBS Radio Spot Sales at the Hotel Pierre and on Oct. 31 in closed session.

Spot Sales will have a luncheon featuring Mr. Hayes as speaker, while Spot Sales General Manager Gordon F. Hayes will preside over a day-long session on sales, research, programming, promotion and advertising plans for the coming year.

Gen. Curtis E. Le May, vice chief of staff, USAF, is slated to deliver "an off-the-record" talk at a luncheon meeting Oct. 29 at the Waldorf-Astoria Starlight Roof.

Seattle Partner-Change in '59: KOMO-TV to ABC; KING-TV to NBC

ABC-TV moved quickly for an affiliation agreement in Seattle, announcing last week it has effected a pact with KOMO-TV, the station from which NBC-TV switches its primary affiliation in a year from December to KING-TV [NETWORKS, Oct. 20].

W. W. Warren, KOMO-TV's executive vice president and general manager, and Alfred R. Beckman, vice president of ABC-TV station relations, announced the signing which makes effective a secondary affiliation immediately and primary affiliation on Dec. 10, 1959, the date when NBC-TV switches its primary Seattle affiliation to KING-TV.

With this affiliation swap in Seattle made final, ABC-TV still has a gap to fill in Portland, Ore., where KGW-TV becomes a primary NBC-TV affiliate May 1, 1959; while ABC Radio has affiliations to make in Seattle and Portland (both tv and am stations operated by King Broadcasting Co. in the two markets move from ABC-TV to NBC-TV).

SIGNING *the KOMO-TV-ABC pact: Oliver Treyz (seated, l), ABC-TV president; W. W. Warren (r), executive vice president and general manager of KOMO-TV, and Alfred R. Beckman (standing), vice president in charge of station relations, ABC-TV.*

Sampson sees Red

and cashes in on award-winning local news!

Rhode Island Red proudly points out to timebuyer Sampson B. Sagamore that only WJAR-TV has: (1) 6 daily newscasts prepared from 5 news services plus on the spot coverage! (2) Highest rated newscasts in the Providence market! (3) The Peabody Award for special events plus awards from THE BILLBOARD and VARIETY!

In the PROVIDENCE MARKET
WJAR-TV
is cock-of-the-walk in news coverage!

CHANNEL 10 • PROVIDENCE, R.I. • NBC•ABC • REPRESENTED BY EDWARD PETRY & CO., INC

LOOK TO YOUR BRAND IMAGE—FENIGER AT NAB BOSTON SESSION

- **Stations must work on selling selves, agencyman says**
- **Record crowd at Boston; final regional underway today**

Madison Avenue isn't getting a very good brand image of the broadcasting business.

MR. FENIGER

This thought, backed by some tips on what broadcasters should do about their promotion and programs, was given the NAB fall conference held Oct. 20-21 in Boston. The speaker was Jerome R. Feniger, programming vice president of Cunningham & Walsh, New York.

The Boston conference drew 226 registered delegates, highest of the seven conferences in the autumn series that started Sept. 18 in Biloxi, Miss. The final conference opens today (Oct. 27) at the Statler Hilton Hotel, Washington, D. C.

Mr. Feniger reminded the Boston delegates about his tips to radio stations, offered in a National Radio Month talk before the Washington Ad Club [ADVERTISERS & AGENCIES, May 19]. Television, a newer medium, must improve its presentation of station and market information to agencies, he said.

"I feel there is a place in any tv program schedule for imaginative, locally produced, live programming," Mr. Feniger said, adding that videotape may lead to more local live shows to strengthen schedules built around syndicated half-hours, feature films and network programs. He contended a five-minute newscast, with about 3¼ minutes of actual news, is not adequate to cover world, national, regional and local news for intelligent audiences. On the other hand he lauded tv and radio stations for their improved on-the-scene local reporting.

"More local news coverage will result in better ratings and better ratings will result in more business, and more business will result in more profit at the end of the year," he reminded.

Broadcasters should tell a better story to Madison Avenue, and should "present it through the broadcasting trade press, through representatives and local salesmen, through personal calls on key accounts and in every other way possible," Mr. Feniger said in suggesting his ideas of what stations should do to improve agency opinion of their operations.

"I would do highly effective research on the audience my station reaches," he said. "This audience represents my greatest asset. It's really all I have to sell. Once I had this basic research information I would carefully analyze my program schedule and determine the type of programming that best appeals to this audience.

"I would eliminate those shows with limited appeal and add shows with more general appeal. However, I would definitely not sacrifice my responsibilities to run my station in the public interest, convenience and necessity in the broadcast scope of those words.

"After a reasonable time I would then research the effectiveness of this program approach to my audience. With the results of this material I then would have a strong selling case. Once I had this information I would carefully put it into the most effective possible form for presentation to my local, regional and national advertisers and their agencies."

Having presented this story to agencies and accounts, he said, "I would devote every effort to letting my advertisers' announcements and programs sell and sell hard. I would not triple spot. I would not overload participating programs with one-minute announcements. I would endeavor to give each advertiser's message an opportunity to gain a share of the consumers' mind. When we consider that the average American is confronted with over 1,500 advertising impressions per day you can recognize readily the importance of allowing each and every message on your station the greatest opportunity for penetration."

Mr. Feniger saw "a bright future for the broadcasting business," and adding this reminder, "Never before in the history of modern advertising have clients and agencies analyzed more carefully the relative selling ability of the various advertising media. In any well-rounded marketing and advertising plan all media must be carefully considered. However, the great growth of both spot and network radio and television over the past 10 years attests to the fundamental selling power of sound alone, or sight plus sound plus motion."

If broadcasters "more carefully document the effectiveness of the medium," he said, "they cannot help but improve both the quality of their facility and the profitability of their property." Mr. Feniger said he had served in the broadcasting business as a buyer, a seller and a station employe.

NAB President Harold E. Fellows led NAB's headquarters staff in staging a series of joint radio-tv management-administrative sessions at Boston. Separate radio and tv meetings were directed by John F. Meagher, NAB radio vice president, and Thad H. Brown Jr., tv vice president.

A discussion of broadcast editorializing was led by Daniel W. Kops, WAVZ New Haven, Conn., and C. Wrede Petersmeyer, Corinthian Broadcasting Corp., members of NAB's committee on editorializing. Mr. Petersmeyer contended the FCC was still confused about broadcast editorializing. He suggested that a survey NAB is conducting at the eight fall conferences will prove helpful to the Commission and provide the basis for an NAB editorializing guide. He felt the FCC merely gives "lip service" to editorializing, arguing broadcasters must have "a clear picture" of what they can do.

Mr. Kops described his active editorializing procedure and said the station has endorsed candidates for local office. Paul Adanti, WHEN-TV Syracuse, N. Y., wondered if there were enough qualified people on station staffs to do a professional editorializing job. Donald A. Thurston, WIKE Newport, Vt., replied with the statement that "a lot of newspaper editorial writers aren't qualified."

Mr. Petersmeyer suggested "broadcasting will not be a wholly vital medium of communication until it has the same rights as newspapers. Their holier than thou position galls me."

A showing of hands showed only seven stations that editorialize on a regular basis.

The final Fall Conference in Washington will follow the format set at the opening Biloxi session. The advertising speaker at the Tuesday luncheon in Washington will be Felix Coste, vice president and director of marketing, Coca-Cola Co.

Maj. Gen. Robert Jefferson Wood, deputy chief of research and development of the Army, will address the Washington banquet Oct. 27. He will describe missile research and military implications of possible future international laws governing outer space.

KENTUCKY Broadcasters Assn. elected its officers at an Oct. 12-15 meeting in Hopkinsville. (L to r): Al Temple of WKCT Bowling Green, president; Francke Fox of WHLN Harlan, first vice president; Don Horton of WVLK Lexington, second vice president, and Dee Huddleston of WIEL Elizabethtown, secretary-treasurer. Mr. Huddleston is outgoing KBA president. New executive committeemen are W. T. Isaac, WHIR Danville; Jim Caldwell, WAVE Louisville, and Katherine Peden, WHOP Hopkinsville.

IBA Calls for Change In FCC Editorial Rule

The answer to broadcasters' editorial dilemma is the adoption of a common sense editorializing policy by the FCC.

Illinois Broadcasters Assn. took this stand Oct. 21-22 at its Champaign meeting, proposing the formation of an industry committee to confer with the FCC, members of Congress and other government officials.

What irked the Illinois group most was the requirement that broadcasters must affirmatively seek out responsible persons to present the other point of view. After all, IBA contended, the broadcaster assumes the role of publisher in airing editorials.

Station ownership, responsible to the FCC, must be responsible for editorial policy, according to IBA. The requirement of "a reasonable standard of fairness" was considered acceptable but the duty to seek opposing views "makes practically impossible an editorial policy of force and effect," according to a unanimous resolution.

The obligation runs into a number of problems, IBA found. These include: Lack of organized opposition or responsible persons willing to oppose the broadcasters' editorial viewpoint; unfair burden on broadcasters, putting the station in an unrealistic position; if a person is deemed not to be a responsible person, such person might have grounds for court action, requiring proof of irresponsibility.

All this makes it "impractical and unrealistic for a broadcaster to entertain and pursue a serious editorial policy in conformance to present Commission rules, lest his license and livelihood be placed in jeopardy," IBA said.

Practically any person who has the money can buy time to say "most anything he desires subject to legal limits and FCC rules," IBA added, "yet it is illogical that the broadcaster himself is not presently under responsibility to go seek out and sell an ad to someone else to present another point of view, nor can he present such view himself."

According to IBA, under a strict legal interpretation of present rules "anybody but the broadcaster can have his opinion published."

Currently there are several important issues before Illinois voters which broadcasters should be free to explain and on which to take a position without fear of FCC or the federal government, IBA explained. These issues include education, hospitalization, welfare and judicial reform.

The editorializing question has been discussed at panel sessions during the NAB Fall Conferences (see Boston conference, page 70). NAB is conducting a detailed survey to determine how stations editorialize. The information is expected to provide a basis for policy guidance and will be submitted to the FCC.

The IBA resolution was offered by Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill., from a committee headed by Joe Bonansinga, WGEM-AM-TV Quincy.

IBA met at the Inman Hotel in Champaign Oct. 21-22.

IBA also elected new officers, including R. Karl Baker, WLDS Jacksonville, president, succeeding Charles R. Cook, WJPF Herrin; Vernon A. Nolte, WJBC Bloomington, vice president; M. H. Stuckwish, WSOY Decatur, (re-elected) secretary-treasurer, and John Dixon, WROK Rockford as director, replacing Adlai C. Ferguson Jr., WPRS Paris. Mr. Cook automatically became immediate past president and board member.

The association's broadcast education committee, named last spring, recommended use of radio-tv interns from the U. of Illinois for the summer months and also ideas from stations on suggested curriculum subjects for radio-tv courses at the U. of Illinois and Southern Illinois U.

Speakers at the IBA meeting were Robert T. Mason, WMBN Marion, Ohio, and Mr. Johnson, on All-Industry Music License Committee Developments; Mr. Nolte on the annual Voice of Democracy contest (he reported substantial progress in terms of participation by Illinois stations); Howard Bell, assistant to the president and coordinator for state broadcasters' associations, NAB (reporting on freedom of information); Irwin Cochrun, director of business management, U. of Illinois (luncheon speaker); Maj. Paul MacDonald, deputy regional director, mobilization region 4, Federal Civil Defense Administration; Paul Bouban, public relations director, FCDA; Tom Vannier, radio relations director, Illinois Agricultural Assn.

FULL participation in the FCC 25-890 mc proceedings was voted last week by the board of the Assn. of Maximum Service Telecasters. Meeting at Washington, D. C., headquarters, the board declared it would emphasize the "tremendous stake" the public has in the television portion of the radio spectrum.

The board also voted to offer facilities and funds to the Television Allocations Study Organization in its current tv directional antenna experiments and tests, with particular stress on testing DA's both before and after installation. The directors also heard a report on completion of the AMST uhf-vhf propagation studies in Wilkes-Barre, Pa.; Baton Rouge, La.; Madison, Wis.; Columbia, S. C.; Fresno, Calif.; Buffalo, N. Y., and Philadelphia, Pa. New members elected to AMST are WDAF-TV Kansas City, Mo., and KSPW-TV Salinas, Calif.

Attending the meeting were the following (l to r): Seated, Alex Keese, WFAA-TV Dallas, Tex.; John H. De Witt Jr., WSM-TV Nashville, Tenn.; Joseph B. Epperson, WEWS (TV) Cleveland, Ohio; Ernest W. Jennes, Washington, D. C., attorney; Jack Harris, KPRC-TV Houston, Tex., president of AMST; Lester W. Lindow, executive director of AMST; Donald D. Davis, KMBC-TV Kansas City, Mo.; Ward Quaal, WGN-TV Chicago, Ill., and Roger W. Clipp, WFIL-TV Philadelphia, Pa.

Standing, John S. Hayes, WTOP-TV Washington, D. C.; Carter M. Parham, WDEF-TV Chattanooga, Tenn.; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; John Ellicott, Washington attorney; Harold C. Stuart, KVOO-TV Tulsa, Okla.; John Northrupp, Corinthian Broadcasting; Howard T. Head, Washington engineer, and Harold Essex, WSJS-TV Winston-Salem, N. C.

Videotape Must Be Harnessed, Young Tells Pennsylvania AWRT

A cautious view of videotape was expressed over the weekend by a leading station representative. Addressing the seventh annual conference of American Women in Radio & Television (Pennsylvania chapter) in Erie Saturday (Oct. 25), Adam J. Young, president of Adam Young Inc., described VTR as "another mechanical monster" that needs harnessing. Videotape, said Mr. Young, "can hurt you or help you and this may depend on circumstances and on you."

This is how Mr. Young suggests VTR "might hurt." Metropolitan stations now are syndicating their locally-produced programs. More of this type of programming will in time displace the local show. "But," Mr. Young added, "I am not suggesting you are all going out of business. On the contrary, the same machine used on a local level by you, can be your greatest defense against the possibility of any encroachment." Suggested Mr. Young: Upgrade not only the program quality but that of the commercial, as well.

RTNDA MEMBERSHIP UP TO 550 AT MEET

- **Swezey given White Award**
- **USSR's CBS ouster protested**

"The biggest and best convention in our 13-year history" was the consensus of officers and members of Radio-Tv News Directors Assn. as final registration reached 243—with attendance well over 300, including wives and other guests.

The association's membership rose to a high of 550 during the Oct. 15-18 conclave at Chicago's Sheraton Blackstone Hotel.

The convention ended with the awards dinner Oct. 18, honoring Robert D. Swezey, executive vice president of WDSU-AM-TV New Orleans, with the third annual Paul White Memorial Award for his contributions in the Canon 35 fight [CLOSED CIRCUIT, Sept. 22]. RTNDA recognized 17 radio-tv stations in the annual awards competition conducted by the radio-tv department of Northwestern U.'s Medill School of Journalism [TRADE ASSNS., Oct. 20].

Mr. Swezey, who departed after the banquet for Munich, Germany, to participate in Radio Free Europe work, is chairman of NAB's Freedom of Information Committee and a member of ABA.

Mr. Swezey stated that the broadcast industry "must decide whether we will accept the full challenge which the sheer mechanical excellence of our media has thrust upon us, or whether we will content ourselves with becoming casual entertainers."

Today's times require "strong, calm voices speaking moral good sense," Mr. Swezey stated. "[Why should] the best vehicles of public information . . . be devoted almost exclusively to the distribution of goods and . . . escapism? We, who should be at the head of the line assuming responsible leadership . . . are still lagging far to the rear. If we falter, I wonder quite seriously whether the pressure of the times will not bring other people or other systems to take our place."

Featured banquet speaker Oct. 18 was Brig. Gen. Homer A. Boushey, deputy director for research and development, U. S. Army, who discussed "The Challenge of Space." He predicted the first military space vehicle probably would be an unmanned communications satellite which could be altered to provide a video pickup of worldwide weather information, or be used as a navigational guide.

Aside from election of officers for 1958-59, including Ralph Renick, WTVJ (TV) Miami, Fla., as president, succeeding Jack Krueger, WTMJ-AM-TV Milwaukee, Wis., RTNDA chose New Orleans and Montreal, Quebec, as conventional sites for 1959 and 1960, respectively.

The news directors Oct. 18 adopted resolutions (1) calling for a formal protest to the Soviet Union over the expulsion of CBS correspondent Paul Niven; (2) deploring "the tendency of the wire services to lower the standards of the daily file to the demands of the 'rip and read' stations . . . to the detriment of broadcasters striving to maintain the highest standards of electronic journalism"; and (3) lauding the American Bar Assn.'s decision to re-evalute Canon 35 through creation of a special committee [AT DEADLINE, Oct. 20].

Resolutions were adopted and Medill awards announced Saturday morning during a business session, followed by a Canadian-flavored luncheon, with Joseph Sedgwick, the Queen's Counsel, as speaker. An afternoon workshop section was devoted to election coverage, with legal aspects reviewed by Vincent T. Wasilewski, NAB manager of government relations. He told newsmen that any decision to overhaul Sec. 315 of the Communications Act would have to be made by Congress "because FCC is pretty much wedded to past procedure." Floor questioning reflected news directors' interest in political broadcasting. Other topics were regional and small station coverage, and work of election bureaus and pools in Texas and Washington state.

Friday sessions included a freedom of information report and a debate on Canon 35 by Mr. Swezey and Albert E. Jenner, president of the American College of Trial Lawyers, and a luncheon address by NAB President Harold E. Fellows [AT DEADLINE, Oct. 20].

A highlight of afternoon meetings was a report by James W. Seiler, director of American Research Bureau, on what news audiences mean to advertisers. Mr. Seiler claimed size of the audience is not as important as the attention factor, which would determine whether or not a newscast does its job. He urged newsmen not to base their decisions on merely one study but to consider perhaps three or four. A proper sample is the most important factor in making an audience study worthwhile, he claimed.

A videotape demonstration was given by Jack Hauser, sales promotion manager of Ampex Corp., in studios of WGN-TV Chicago. He stressed the assets of immediacy and quality in taping news and reported that 165 VTR units are presently in use, with 85 more expected by next Jan. 1. Of this total, 75 stations are utilizing VTR facilities, mostly for commercial purposes, he reported. Ampex currently is turning out one videotape recording unit per day.

Network presentations were made by John Secondari, chief of ABC's Washington bureau; Don Meaney, national tv news editor, of NBC, and John Day, news director of CBS.

TO STOP BY PRECINCT

Federal Trade Commission Chairman John W. Gwynne will speak Wednesday (Oct. 29) on "The FTC Looks at Television and Radio Commercials" at the "source" of decision-making in commercials—New York. Mr. Gwynne is featured speaker at a luncheon roundtable to be held at the Roosevelt Hotel by the Radio & Television Executives Society. In advance notices sent out last week by RTES, the chairman was billed as an "outspoken critic of congressional investigating committees."

Tv Broadcasters Covet Audit Bureau—Lantz

The broadcast industry has been "unable to establish an audit bureau to set standards for audience measurement" and would welcome such an organization for television "if such were possible," Walter P. Lantz, board chairman of Audit Bureau of Circulations said Thursday.

At the same time Mr. Lantz, advertising director of Shulton Inc., told the ABC 44th annual meeting that "print media must stop following the sales and promotion tactics of other media and must sell more intelligently on the positive and indisputable value of accurate, audited circulation facts."

Many publishers, he claimed, have tried through surveys to prove their readers "are as great in numbers as popular television and radio programs" and thus have "prostituted themselves to the false lure of thin air." He noted that print media has a "unique selling tool in ABC" and should concentrate selling efforts on that distinction.

Mr. Lantz was one of several Thursday speakers including Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding.

Andrew Heiskell, publisher of *Life* magazine, asserted that the responsibility for "leadership necessary for our survival" rests not with broadcast media but newspapers and magazines. So many groups involved in radio-tv—FCC, networks, agencies and advertisers—"makes it unlikely that the broadcast media will be anything more than transmitters of entertainment the next ten years."

Networks' preoccupation for buying and selling stations, signing sponsors and talent and promotion represent "heavy duties" which "precludes giving more than casual thought to journalism," he asserted. On other hand, he added, newspapers and magazines think of news as history and not as a commodity to "surround a sponsor's jingles." He called on print media to give more thought of "achieving editorial excellence."

The ABC annual meeting was held at Chicago's Drake Hotel Oct. 23-24, comprising a morning general session and various divisional meetings for advertiser, agency, newspaper, business and farm publication, magazine and other groups. The luncheon speaker Thursday was Robert F. Kennedy, chief counsel for the Senate Rackets Committee.

The text of Mr. Cone's talk pertaining to tv:

"The large national advertiser finds the huge audiences of television an economical means for reaching the necessary millions.

"Most often this large advertiser uses printed advertising, too.

"However, there are some people who use only broadcasting and there are others who use only print.

"The latter, and these are the great majority of advertisers, simply cannot afford the number of dollars required to buy important television.

"These do very well in print.

"The question that has not been answered is whether printed advertising run on television schedules would not produce results

the all new—632 pages

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"One-book library of television and radio information"

46 separate directories indexing the world of broadcasting

Designed to meet your specialized needs, the all-new BROADCASTING Yearbook is the largest and most complete encyclopedia-type book ever published for the business of broadcasting. The information in this book is massive (more than half a million words), *and* it is organized for speedy reference.

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Compiled, edited and written by the same staff that produces BROADCASTING — The Businessweekly of Television and Radio. Serving the business side of broadcasting for more than 27 years.

To give you an idea of the sweep and depth of this source-work, the six main sections and subheads are:

The facilities of radio and television

TV Station Call Letters
TV Station Directory
Experimental TV Stations
UHF Translator TV Stations
TV Stations Grouped by Channels
TV Stations Equipped for Videotape
History of All TV Station Sales
AM Station Call Letters
FM Station Call Letters
Radio Station Directory
U.S. Stations Beaming Overseas
AM Stations Grouped by Frequencies
Group Ownership of Broadcast Stations
Newspaper Ownership of Stations
Radio-TV Station Representatives
TV Network Interconnection Map
National Radio and TV Networks and Rates
Regional Radio Networks
Regional TV Networks
Canadian Broadcasting Corp. Executives, Staff
Canadian TV Call Letters
Canadian TV Station Directory
Canadian AM Call Letters
Canadian Radio Station Directory
Canadian AM Stations by Frequencies
Mexican-Caribbean Radio Stations

Regulation, imposed and voluntary

How to Apply for a Broadcasting Station
TV Code of the N.A.B.
Radio Code of the N.A.B.
F.C.C. Rules Regulating Radio and Television
F.C.C. Commissioners, Executives and Staff

Suppliers and services

Equipment Manufacturers
Equipment for Rent
Communications Attorneys
Consulting Engineers
Station Brokers
TV Program Services
Radio Program Services
Radio-TV News Services
Talent Agents
Research Services
Public Relations Services
Music Licensing Groups
Top 50 Advertising Agencies
Agency Directory
Management Consultants
Unions, Labor Groups
Communications Carriers
Closed Circuit TV Operators
Subscription TV Interests
Community Antenna Systems
Radio-TV Schools
Government Agencies

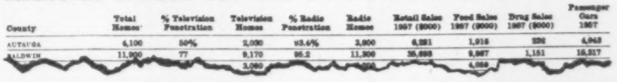
Trade associations, professional groups

The National Assn. of Broadcasters
State Associations of Broadcasters
The Radio Advertising Bureau (RAB)
The Television Bureau of Advertising (TVB)
The Radio-TV Galleries of Congress
Other Associations of Broadcasters
Associations, Societies in Other Fields

Facts, figures, history of broadcasting

The ABC's of Radio and Television
How Stations Have Multiplied Year by Year
Size and Nature of Radio-TV Audiences
Radio, TV Receiver Production Volume
TV Time Sales, Network, Spot, Local
TV Time Sales in Individual Markets
Radio Time Sales, Network, Spot, Local
Radio Time Sales in Individual Markets
The Radio and Television Payroll
Extent of Editorializing on the Air
Foreign Language Programming
Negro Programming
Stereophonic Broadcasting, Multiplexing
Film-Line Ratio on TV
Bibliography of Reference Books
Selected Articles of Basic Interest

Market Facts for all U. S. Counties



County	Total Homes	% Television Penetration	Television Homes	% Radio Penetration	Radio Homes	Retail Sales 1957 ($000)	Food Sales 1957 ($000)	Drug Sales 1957 ($000)	Passenger Cars 1957
AUTAUGA	4,100	50%	2,000	93.6%	3,800	6,281	1,916	238	4,943
BALDWIN	11,900	77	9,170	96.2	11,300	35,893	9,967	1,151	15,317
			3,060				4,089		

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equal to those from television relative to total audience and total cost.

"There are those who think the continuous scheduling of television advertising may have a greater effect than the nature of the medium.

"Television, like radio, demands weekly scheduling in the case of most nighttime programs and five-times-a-week scheduling in the case of daytime programs.

"Printed advertising can be bought and generally is bought on a far less frequent schedule.

"Some testing of much greater frequency in printed advertising currently is indicated."

SMPTE Names Simmons At Semiannual Meeting

Dr. Norwood L. Simmons, West Coast Div., Motion Picture Film Dept., Eastman Kodak Co., last week was elected president of the Society of Motion Picture and Television Engineers. SMPTE held its 84th semiannual convention at Detroit's Sheraton-Cadillac Hotel. Dr. Simmons, former governor, editorial vice president and executive vice president of the society, succeeds Barton Kreuzer of RCA.

Succeeding Dr. Simmons as executive vice president is John W. Servies, vice president of National Theatre Supply Co. Glenn Matthews of Eastman Kodak was re-elected editorial vice president. President Reid H. Ray of Reid H. Ray Film Industries, St. Paul, Minn., is the new convention vice president. Wilton R. Holm of DuPont's Photo Products Div. remains in the post of secretary.

Newly elected to two-year terms on the board of governors: Gerald G. Graham, director of technical operations, National Film Board, Montreal, Quebec; Robert C. Reineck, chief engineer, CBS News, N. Y.; Kenneth M. Mason, manager, Midwest Div., Motion Picture Film Dept., Eastman Kodak Co., Chicago; James L. Wassell, market manager, professional equipment, Bell & Howell Co., Chicago; Ub Iwerks, director of technical research, Walt Disney Productions, Burbank, Calif., and Theodore B. Grenier, chief engineer, tv and radio, ABC, Hollywood.

The society's 6,500 members were addressed one opening day by Encyclopaedia Britannica Films President Maurice B. Mitchell. He called for provision by the schools of more basics in the sciences and sociology to keep pace with technological development.

Among the other speakers: Ed Dyke of Page Communications Engineers, Washington; T. Worswick, British Broadcasting Corp.; Charles P. Ginsburg, Ampex; Axel Jensen, Bell Telephone Labs; Bowman Scott and P. A. M. Curry, Solartron Electronic Group Ltd., Surrey, England; Leon E. Dostert, Georgetown U., and A. F. Parker-Rhodes and C. Wordley of Cambridge, England.

Electronics May Replace Brain, Spaceman Tells Electronics Meet

The world will become "more and more influenced by electronic technology" as it nears the real space age, delegates to the National Electronics Conference in Chicago were told.

That view was expressed by Dr. Simon Ramo, president of Space Technology Labs (division of Ramo-Wooldridge Corp.), in a talk on "Space or Electronics—Which Will Dominate the Century?" (Ramo-Wooldridge Corp. has overall scientific direction of the USAF ballistic missile program.) Dr. Ramo spoke at the Hotel Sherman Oct. 15. More than 10,000 scientists, engineers and educators attended this 14th annual meeting, held Oct. 13-15. Sponsors were American Institute of Electrical Engineers, Illinois Institute of Technology, Institute of Radio Engineers, Northwestern U. and U. of Illinois.

"What the world needs most today is a good $5 electronic brain," Dr. Ramo told delegates, adding man's activity the next century will be determined largely by the replacement and extension of his intelligence by machine.

Some 300 technical papers were presented at the conference, including a report on work being done by Panel Four of the Television Allocations Study Organization. TASO's tv field strength measurement and analysis program was reviewed by Harry Fine of the FCC, and Howard T. Head of A. D. Ring & Assoc. (consulting engineers), both Washington. Dr. William H. Pickering, California Institute of Technology, appeared on an Oct. 14 panel, discussing satellite instruments used to transmit information back to earth.

Highlights among exhibits at the conference were a new transistorized mobile communications center displayed by the Air Force and electronic components by the Army.

BPA Adds 7 Members in Month, Shooting for 300 by Convention

Broadcasters' Promotion Assn. added seven members during September and hopes to attain 300 memberships by the time of its third annual convention in St. Louis next month.

Elliott W. Henry Jr., ABC Chicago and BPA president, reported 70 stations and associated companies have joined the organization since Jan. 1. BPA was founded in November 1956 and now claims 250 members.

Nearly 100 advance registrations have been received thus far for the BPA convention-seminar at St. Louis' Chase Hotel Nov. 16-19, Mr. Henry also reported, with the agenda near completion [TRADE ASSNS., Oct. 13].

September additions were Walter G. Paschall, WSB-AM-TV Atlanta, Ga.; Mike Shaffer, WAVY-AM-TV Portsmouth, Va.; Evelyn Winters, KIDO Boise, Idaho; Charles Sebastian WTAQ La Grange Ill.; Robert W. Bidlock, WIBC Indianapolis; Connie Blackstead, North Dakota Broadcasting Co., Fargo, and Thomas F. McCollum Jr., WXEX-TV Petersburg-Richmond, Va.

Mutual Adv. Agency Network Re-elects Faber, Other Incumbents

The Mutual Advertising Agency Network re-elected present officers, including F. H. Faber, president, at its fourth quarterly business meeting and workshop session in the Bismarck Hotel, Chicago, Oct. 10-11.

Re-elected for 1959 with Mr. Faber, head of Faber Advertising Agency, Minneapolis, were Gladys Lamb of Kelly & Lamb Adv. Agency, Columbus, vice president-treasurer; Ken Warren, Warren & Litzenberger Adv., Davenport, Iowa, vice president, and James C. Taylor, head of his own agency in Ottumwa, Iowa, as secretary.

MAAN also announced plans for 1959 meets, starting with the Plaza Hotel in New York, Jan. 16-17, and the Bismarck Hotel in Chicago April 10-11, June 26-27 and Oct. 23-24.

ETV Signal Techniques To Be Studied by EIA

Methods used for signal distribution in educational television service will be studied by Electronic Industries Assn. Ben Adler, president of Adler Electronics, will head the project. It will cover signal methods within school systems under a project started by W. J. Morlock, General Electric Co., chairman of the EIA equipment task force, Educational Coordinating Committee.

Mr. Morlock said the study "will involve tv distribution problems which are now unsolved. It is expected to provide the basis for a series of recommendations to the FCC covering educational transmissions. The EIA committee is preparing a booklet designed to aid educators in evaluating educational tv systems.

Radio's Need of New 'Package' Cited by Sweeney at Texas Meet

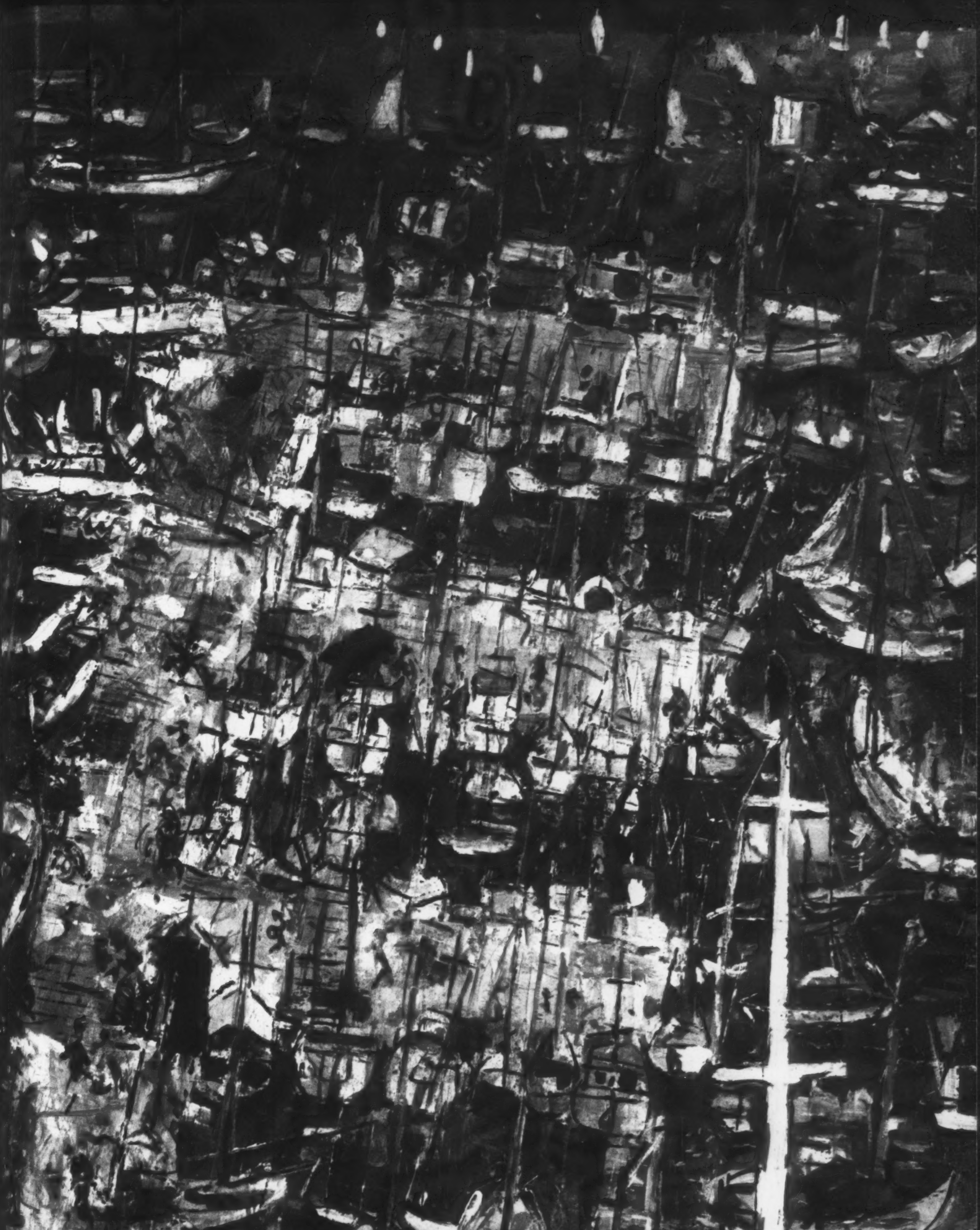
The suggestion that radio "redesign and repackage" itself to dramatize the medium's "newness" was offered last Thursday (Oct. 23) of Kevin Sweeney, president of the Radio Advertising Bureau, in a talk before the Assn. of Broadcasting Executives of Texas in Dallas.

Mr. Sweeney asserted that radio salesmen have a new product both in network and the spot field and claimed that the product is "substantially improved." He recommended that radio be given a new "dress" and a new type of selling and promotion campaign and added:

"Half-seriously, we might consider [giving] the product a new name like 'supervisual selling' instead of 'radio advertising' [it] might dramatize radio's function in 1960 marketing."

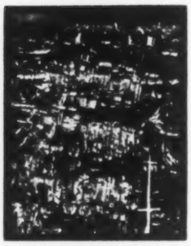
ANA Urges Educational Assist

The Assn. of National Advertisers is encouraging its members to donate ANA's advertising management guidebook series to colleges and universities of their choice to assist in the education of future advertising managers. ANA's President, Paul B. West,



"YACHT HARBOR, NEW ORLEANS" BY PAUL NINAS. FROM THE WDSU COLLECTION

In New Orleans....



WDSU-TV gives you the picture

Sailing, cruising, fishing, golf—outdoor activities like these will go on right through the winter in America's most different city.

This means that marketing opportunities are different, too. With WDSU-TV's years of experience as a guide, advertisers can take full advantage of this individual marketing picture.

Knowing what New Orleanians like has enabled WDSU-TV to deliver more audience than all other stations combined —day after day, night after night, *month after month.**

*ARB—May 26-June 22, 1958
Telepulse—August 1-8, 1958
Nielsen—July-August, 1958

last week said the need for timely and comprehensive data on advertising "has long been recognized by educators and all segments of the advertising industry." Members have been sent information forms enabling them to specify the college to receive the guidebooks, while agencies and media who plan to take part can obtain the forms from ANA's headquarters in New York. Price of the guidebooks for educational institutions is $97.50. Some advertising officials already have purchased the series for colleges and schools, ANA noted.

Minnesotans Elect Thayer

Minnesota broadcasters elected Jack Thayer (general manager, WDGY Minneapolis), president of their association at its Oct. 17 annual meeting. Bob DeHaven of KYSM Mankato is MBA's new first vice president; Jim Hambacker of KBUN Bemidji is second vice president; Sherm Headley of WCCO-TV Minneapolis is secretary-treasurer.

NTA Drops NAB Membership

NAB confirmed reports last week that National Telefilm Assoc., New York, has withdrawn as an associate member. Though comment was not available from NTA, it was recalled that some film companies have been piqued by a NAB action at this year's convention banning service exhibitors, including film organizations, from showing at future conventions [NAB CONVENTION, May 5].

Missouri AP Group Elects Low

Radio newsmen of Missouri AP Broadcasters Oct. 12 elected Dale Low, KNCM Moberly, chairman, succeeding Lafe Williams, KFEQ St. Joseph, at their annual meeting in Jefferson City. Walt Bodine, WDAF Kansas City, was named vice chairman.

TRADE ASSN. SHORTS

Broadcast Pioneers Club, New York chapter, opened fall-winter season with an "Italian Night" dinner-meeting on Oct. 22 at Renato's restaurant in Greenwich Village. Ralph N. Weil, WOV New York and president of New York chapter, emceed event.

Southern California Broadcasters Assn. will hold its annual all-male Whingding outing Nov. 6 at Inglewood Country Club, starting with golf tournament at noon. Whingding chairman is Frank Burke, KPOP Los Angeles. Golf chairman is Pat McGuirk, KNX Los Angeles.

Broadcaster Promotion Assn. has added seven new members during September bringing rolls to 250, and has received 75 advanced registrations for its seminar in St. Louis Nov. 17-19, according to Elliott W. Henry Jr., press information-promotion director of ABC Chicago and BPA president.

ONE-CHANNEL AM STEREO UNVEILED

- **RCA discloses experimental system at Princeton**
- **Also reports on portable tv tape in home project**

An experimental system of stereophonic broadcasting on a single am channel using a modified conventional am transmitter—but requiring completely new receivers in the home and auto—was unveiled last Wednesday (Oct. 22) by RCA at the David Sarnoff Research Center in Princeton, N. J. Existing am radio receivers could reproduce the stereocasts without the stereo effect; hence the new system is described by RCA as "compatible."

Hailed as "perhaps the longest forward stride in the standard radio broadcast field in nearly 30 years" by Dr. James Hillier, vice president, RCA Labs, the "laboratory system demonstrates the practicality of stereophonic am broadcasting and reception with a single receiver and single transmitter operating within the presently assigned frequency of each am broadcast station."

An application to the FCC for an experimental license to field test the am stereo system in the Princeton area is to be filed momentarily, it was learned.

Dr. Hillier said the new system is strictly at the developmental stage, but noted that "with the mounting public interest in stereophonic sound reproduction as a means of achieving the highest fidelity, a new system that provides stereo for the first time exclusively within the standard am radio broadcast band is a development of major significance."

Stereo in fm through multiplexing currently is a hotly-contested issue before the FCC, different multiplexing systems fighting for recognition. Stereo has been considered a potent factor in arousing public interest in fm broadcasting and a significant program and promotion booster to help fm broadcasters move farther to the profit side of the ledger. Similarly, stereo has put new life into the consumer phonograph and high fidelity field this year, with manufacturers and recording firms offering new lines of tape and record players and stereo albums and tapes.

The RCA am stereo system uses the two symmetrical sidebands to the main carrier frequency to provide two "channels" needed for stereo material.

Although technical details were not related fully, it was learned that the am stereo program could achieve no higher "fidelity" than the normal am broadcast station, or about 5,000 cycles under existing environment of the crowded standard radio spectrum. The absolute ideal of a clear channel signal with no adjacent channel interference would be 10,000 cycles, it was said.

The am stereo signal would not necessarily be any more susceptible to adjacent channel interference than the present am station, RCA engineering officials said, but the am stereo signal possibly would be more susceptible to man-made and natural interference.

The am stereo system was disclosed to visiting groups of NBC affiliated station managers and radio-tv newspaper and magazine columnists. The newsmen from throughout the U.S. were on NBC's annual publicity junket, this year to inspect New York program and production facilities.

Also demonstrated to the group—and in various stages of development—were many other products which included:

- A portable television tape system using a seven-inch reel of special quarter-inch videotape (playing time: five minutes at ten feet per second; double program track). About the size of a high quality home magnetic sound tape system, the new tv tape unit is described as an eventual adjunct to the home tv set and having portable field pick-up application in the broadcast and industrial fields. Because of picture lag due to the vidicon's present photoconductive material, its first use will be closed-circuit application. It's still in the laboratory stage.
- A portable, transistorized color tv system using new one-half inch ("king-size cigarette size") vidicon pickup tubes. The camera weighs 20 lbs.; monitor and control pack (suitcase size), 45 lbs. The system uses 75 w against a 4,000 w drain of the conventional studio color camera chain. Laboratory stage.
- A battery-operated portable television receiver using transistors. Self-contained batteries run the 14-inch picture tube set for 12-14 hours or hook it into the auto cigar lighter. It weighs 30 lbs. A personal eight-inch portable also was shown. "Pretty well out of the laboratory," now in hands of the Commercial Product Div. of RCA.

Host for the Princeton demonstration besides laboratory officials was RCA board chairman, Brig. Gen. David Sarnoff, introduced by NBC board chairman Robert Sarnoff. NBC President Robert E. Kintner and other network officials also attended. Laboratory officials with Dr. Hillier at the demonstration also included Dr. Irving Wolff, vice president-research, and Humboldt W. Leverenz, assistant director of research.

General Sarnoff said an editor asked him if RCA wasn't concerned about having some competitor beat it to the patent by displaying details of research achievements so early. Commenting, "Of course, patent is a dirty word around here," Gen. Sarnoff continued extemporaneously in a more serious vein, "It is RCA policy to make research and development work public as soon as possible." He said it shows the pathway of art and industry through which can be estimated certain trends for the future.

"What we are engaged in is the communication business. The communication of messages to the human brain," he said. "Who is to say how the brain wants to receive the messages . . . our job is to make all of the avenues available . . . to provide a combination of some or all of the messages which inform, educate or entertain, or aid national defense. . . .

"I have no fears about somebody getting

out there first. Our industry has grown up. There are opportunities for everyone—those who are second and third. There is sufficient reward—or ought to be—for the pioneer."

General Sarnoff compared the pioneer of a former age, who seldom beheld the fruition of a life's labor, with the electronic pioneer today who is able to witness it.

Dr. Hillier told newsmen it would require "several years" of field testing and FCC rule-making before the am stereo system could be put into practical operation. He cited four advantages of such a system:

(1) Stereophonic music and other program material can be sent from a single transmitter operating within the present am frequency of a broadcasting station. (2) Stereophonic reception is accomplished with a single receiver feeding into matched speakers that can be brought into balance with a single control. (3) Since the system operates in the regular am broadcast band, it can be used for automobile radios "for which fm systems are not practical." (4) The stereo system is adapted to present am broadcast techniques, so that it could be introduced without causing obsolescence of present conventional receivers.

Dr. Hillier noted that a stereo system using am and fm together "requires the home listener to use two different types of radio which are usually unmatched and difficult to tune to the proper relationship for a full stereo effect. Moreover, it requires the broadcaster to use two transmitters and two separate broadcast frequencies. The fm system benefits listeners who have appropriate special fm equipment, but many home radios and all automobile radios receive only am broadcasts."

Although listeners would have to buy a completely new stereo am receiver—also still in the developmental stage—to pick up the stereocasts, RCA spokesmen said those who have stereo phonograph equipment with separate speakers would be able to use the speakers and purchase only a stereo receiver and tuner.

The RCA engineers noted existing am radios, as a practical matter, could not be converted to stereo nor could some form of external adapter units be used.

A passing observation was that the usual "corner drugstore" version of the cheap am table radio—a very common item in the U. S. household—doesn't deliver much more than 3,500 cycles of frequency response, or "fidelity." Although the stereo system doesn't go much above that, one official admitted, the stereo effect produces an "awareness" of fidelity greater than that of a "monophonic" signal which has the same frequency range.

The new am stereo system was developed by Dr. H. F. Olson, director of the acoustical and electro-mechanical research laboratory, and a research team which included R. W. George, D. S. McCoy, L. E. Barton, H. G. Allen and C. W. Hansell.

The experimental tv tape player shown represents a "major advance" over the original equipment first demonstrated in 1956 on the occasion of Gen Sarnoff's 50th anniversary in radio. Among recent developments incorporated in the player are newly developed magnetic heads with uniform pickup characteristics and gains in signal-to-noise ratio achieved by the perfection of components to carry the low frequency part of the picture signal. The double-program "track" on the quarter-inch tape also is an innovation to double the playing time of the reel. With new reel and hub design RCA expects to extend the playing time up to a half-hour from the present five-minute run.

Each program "track" actually is a composite containing four recorded tracks: one for synchronizing signals, a second for picture high frequencies, a third for picture low frequencies and a fourth for audio. Thus, there are eight tracks recorded side by side on the quarter-inch tape. Although the seven-inch reel is similar to that used in audio recording today, the tape used in the tv player is of the same quality and precise manufacture as the professional two-inch video tape now in use.

The ultimate goal is a videotape reel, recorded with tv program, which RCA can market to the consumer for $5, one company official disclosed. It would play through a tape unit attached to the tv set in the living room, just like the audio tape reels of music now being marketed by RCA for home tape "phonographs."

Work is now underway on a recording attachment to be added to the player to permit it to function as a portable videotape recorder as well as player, functioning off the tv set in the home or in a tv broadcaster's mobile field unit. Home tv photography, using a yet-to-come cheap home vidicon camera with the player-recorder and tv set, is another sales goal for the future, RCA said.

RCA engineering officials said the tape player, operating at 10 feet per second, records 20 kc of information on each inch of tape and passes 2 to 2.5 mc of information. The picture played back through the monochrome tv set presently has a resolution of 200-250 lines, they said.

Dr. Olson's research team on the tape player project includes W. D. Houghton, A. R. Morgan, J. G. Woodward, George Kasyk, R. F. Sanford and R. E. Morey.

Dr. Hillier estimated the tape player-recorder will take "less than 10 years and at least 2 years" to become ready for commercial product design and production.

The new vidicon color tv system using half-inch vidicon pickup tubes was shown along with the larger one-inch vidicon color system now in color-circuit use at Walter Reed Hospital in Washington and elsewhere. The smaller system is intended to ultimately supplement the larger system with "possible" applications cited as field pickup for color telecasting, the military and sales promotion.

Considerable work is still to be done on the cigarette-size vidicon pickup tube as well as the system itself, since some of the 300 transistors used also are just in the developmental stage. The picture "lag" problem makes it unsuitable at the present for following fast motion, but RCA officials

Nielsen Shows....

WSYR-TV Weekly Circulation Tops Competition by 39,170 Homes

The 1958 Nielsen study shows WSYR-TV delivering a vastly greater coverage area . . . more counties where circulation exceeds 50% . . . more circulation nighttime and daytime.

...67,350 More Homes When You Add the Bonus Circulation (28,180 Homes) of WSYE-TV

When you buy WSYR-TV, you also get the audience of its satellite station, WSYE-TV, Elmira.

And finally, if ratings fascinate you: the June ARB report for Syracuse gives WSYR-TV 52.9% of total weekly audience; 63.9% from noon to 6 P.M. Mon.-Fri.; 54.6% from 6 P.M. to 10 P.M. Mon.-Fri.; 71.8% from sign-on to 6 P.M. Sundays.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WSYR • TV

NBC Affiliate

Channel 3 • SYRACUSE, N. Y. • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N.Y.

THE WORLD'S MOST FABULOUS CLOWN...

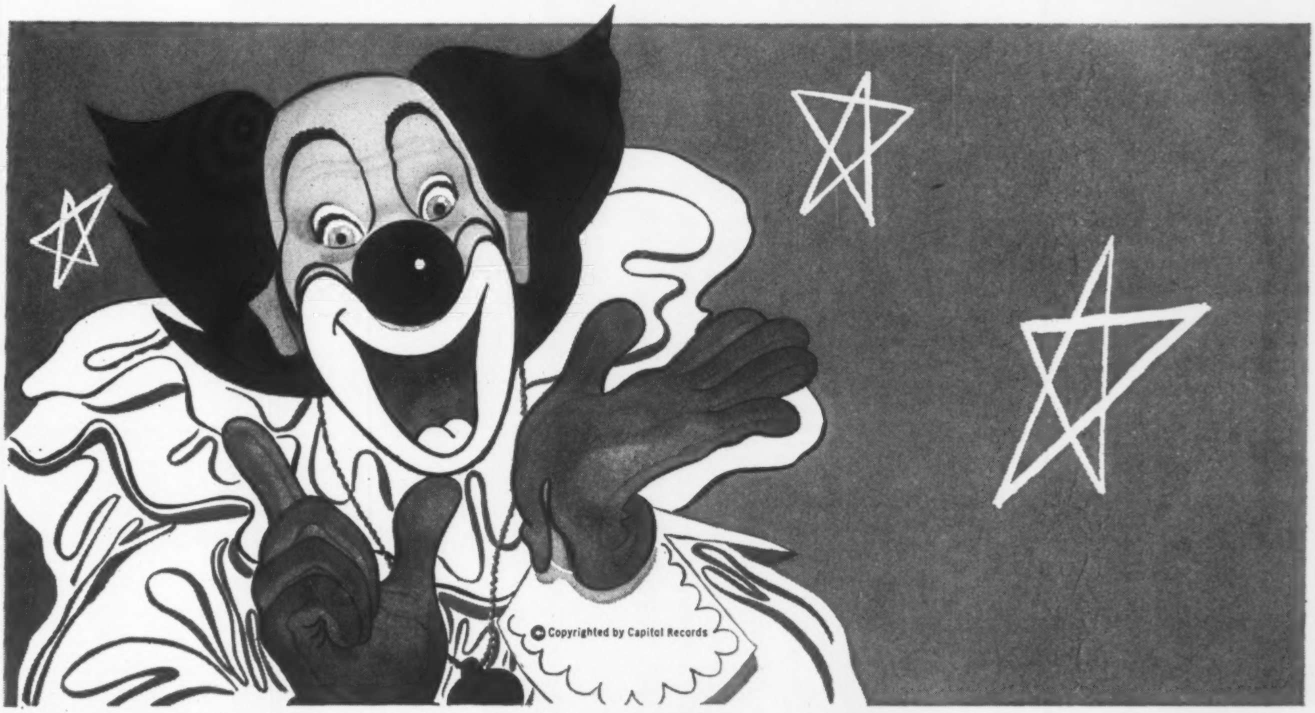
BOZO® THE CLOWN

CAPITOL

156 CARTOONS IN MAGNIFICENT ANIMATION

BRAND-NEW—FULL COLOR—ESPECIALLY MADE FOR TELEVISION

Now—Jayark brings to TV the most successful personality ever conceived. BOZO is pre-sold to countless millions of children and adults. BOZO's universal appeal and sales impact have never been equalled.



BOZO'S CARTOON STORYBOOK

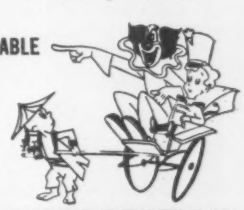
156 CARTOONS • EACH 6 MINUTES • FULL COLOR or B/W • MAGNIFICENT ANIMATION • PACKED with ACTION • LOADED with LAUGHS

BOZO and his friends will keep your viewers in suspense and in stitches. They travel to the moon . . . They climb Mt. Everest . . . They even "run" Macy's and Gimbels. Each thrilling cartoon is jam-packed with action and jaw-cracking laughter . . . *No Cliff-Hangers!*

AVAILABLE WITH ANIMATED COMMERCIAL LEAD-INS STARRING BOZO HIMSELF

Backed by huge merchandising and promotion. BOZO merchandise items now carried in stores, coast to coast. More than 6 million BOZO Capitol Albums already sold! BOZO is a guarantee of absolute top-rated cartoon leadership in your market. Fresh, new and pre-sold, BOZO is sure to deliver the lowest cost-per-thousand audience . . . sure to deliver unparalleled impact in advertising results!

ACT NOW WHILE BOZO IS STILL AVAILABLE

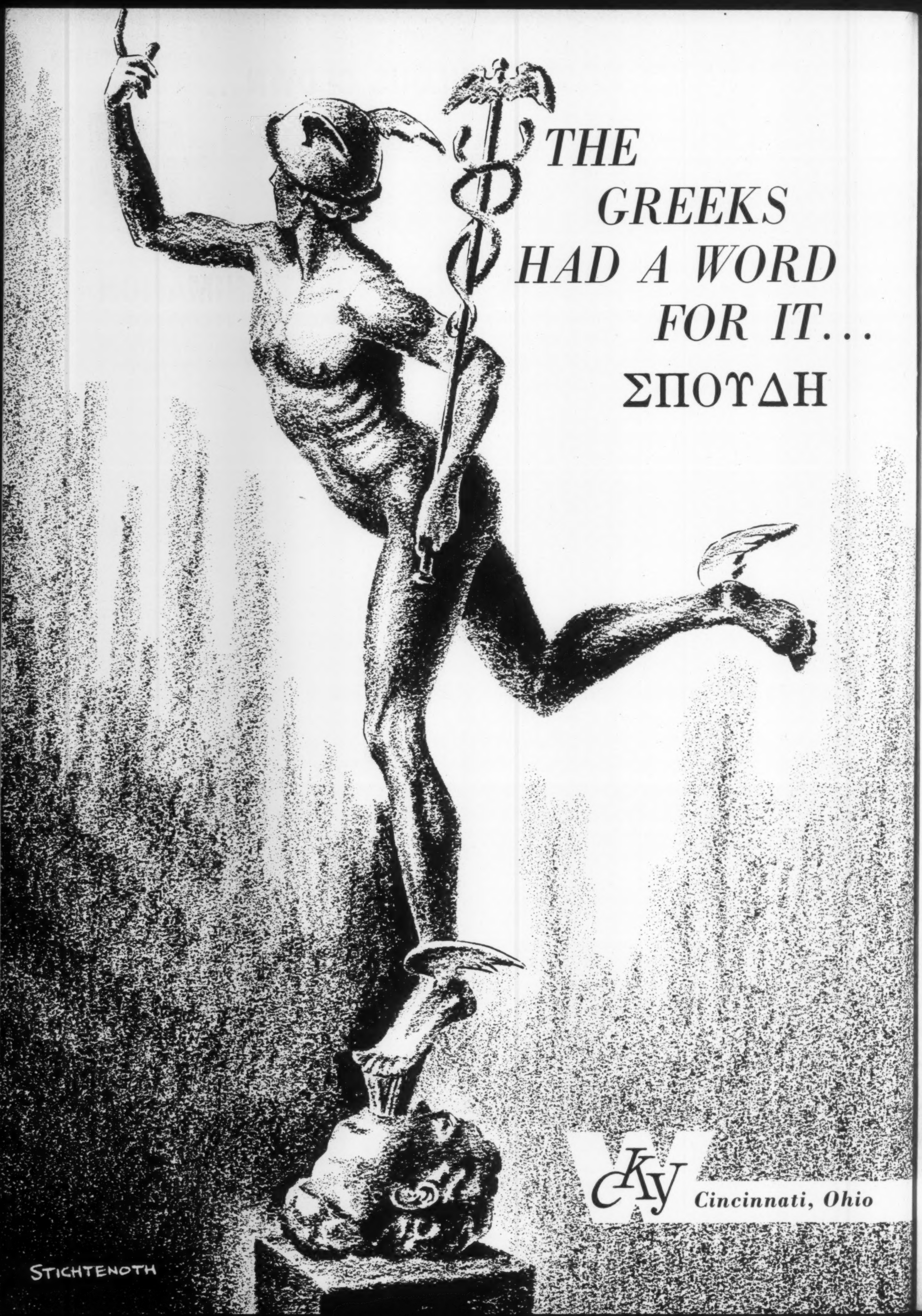


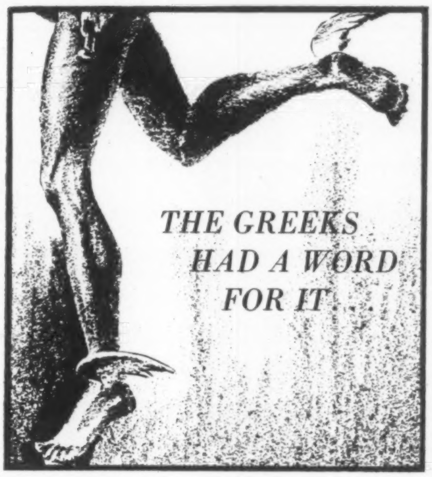
JFC

JAYARK FILMS CORPORATION
Reub Kaufman, President
15 EAST 48th ST., NEW YORK 17, N. Y. MUrray Hill 8-2636

PRODUCED IN HOLLYWOOD BY LARRY HARMON-TED TICKTIN PRODUCTIONS FOR JAYARK RELEASE

STATIONS . . . BOZO IS A NATURAL FOR HIGHER RATINGS . . . GREATER RESULTS FOR SPOT BUYERS


THE
GREEKS
HAD A WORD
FOR IT...
ΣΠΟΥΔΗ
WCKY
Cincinnati, Ohio
STICHTENOTH



MERCURY

ΣΠΟΥΔΗ

SPEED

. . . . all right, all right, we *know* his Greek name is Hermes, but out here in Ohio, we like to call him by his plain everyday Latin name of Mercury.

Now—in very olden times, when the gods hung around Mount Olympus, doing the nectar and ambrosia bit, Mercury sped around the place on his winged feet, acting as Messenger for Zeus, and spreading the news around among the gods. The gods probably were very fond of Mercury, because without him to tell them what was going on, they'd have had to scrounge around and get the news as best they could.

No doubt about it, Mercury was the fastest kid of his day, but in this electronic century, he'd be way out of date. For instance (and here comes the commercial) he couldn't compete today with WCKY's Newsbeat. Cincinnatians know they can depend on WCKY's Newsbeat to bring them the news of the day, and we do mean fast! Most local stories are heard FIRST on WCKY's 33 Newsbeats a day. All Cincinnati is speedily informed of what goes on locally and nationally in concise, up-to-the-minute newscasts on the hour and half hour. Cincinnati relies on WCKY for news, because Cincinnatians know that WCKY brings them the news first!

. . . . If you'd like to know more about WCKY and how it can sell your product, call Tom Welstead at WCKY's New York Office, or AM Radio Sales, Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

were optimistic about overcoming this hurdle.

In the field the suitcase size system would function from auto batteries. Compact transistorized synchronizing generator and a colorplexer unit to produce an NTSC color signal are included. The tiny system also permits the use of standard 8 mm motion picture type lenses in the camera.

The new vidicon system was developed under the supervision of Dr. V. K. Zworykin, honorary vice president of RCA, by a technical team headed by L. E. Flory and including J. M. Morgan, W. S. Pike and L. A. Boyer. The half-inch vidicon pickup tube was developed by A. D. Cope of the RCA Labs technical staff.

Electronic Research Millions Provided by American Industry

American industry is spending large sums for electronic research, according to a survey conducted by the U. S. Bureau of Labor Statistics for the National Science Foundation.

The study shows $137 million was spent in 1956 by American industry for telecommunications and broadcasting research and development effort. The total amount spent for all electronics research and development was $1,393 million. The 1956 telecommunications and broadcasting expenditure was up 51.4% over 1953.

MANUFACTURING SHORTS

International Radio & Electronics Corp., Elkhart, Ind., reports marketing of automatic tape player which will play up to 16 hours with 14" reel at 3¾ ips and eight hours at 7½ ips. Also plays stereo automatically both ways. Includes Crown-O-Matic Transport with four-track heads and two output amplifiers. Price: $617.

Miratel Inc., St. Paul, Minn., announces new "Instrumentation Series" of rack mounted monitors. Features include front panel controls, plug-in construction, 8 mc video bandwidth, self-supported kine. Front panel is removable without having to remove monitor chassis or tube. Panel space required for 14" monitor is 14 inches and 17" requires 15¾ inches. Models are available in 8" at $221, 14" at $228 and 17" at $234. Miratel's address is 1080 Dionne St., St. Paul, Minn.

RCA semiconductor and materials division is expected to start construction soon of new 90,000 sq. ft. extension to Somerville, N. J., plant, according to Dr. Alan M. Glover, v.p. and general manager. Extension, said Dr. Glover, is expected to be completed by April 1959.

Mackenzie Electronics Inc., Inglewood, Calif., announces Model 5CPB, five channel selective program repeater designed for use in radio, tv, film and sound recording fields. Main feature is instantaneous stop-start "on cue" playback of pre-recorded spot announcements, music bridges, sound effects, station breaks and similar material which can be cued in at push of button by d.j., sound effects or control engineer.

PROFESSIONAL SERVICES

Management Consulting Firm Organized by Stubblefield

MR. STUBBLEFIELD

William T. Stubblefield, member of the broadcast brokerage firm of Hamilton, Stubblefield, Twining & Assoc. since the group's formation early last year [PROFESSIONAL SERVICES, Feb. 18, 1957], last week announced the formation of his own management consulting organization, effective Oct. 31. Mr. Stubblefield will service his station clients from his headquarters in Washington, D. C.'s Ring Bldg. The telephone is Republic 7-7383.

A former broadcaster and station relations director of NAB, Mr. Stubblefield joined Hamilton, Stubblefield, Twining & Assoc. as Washington chief. The then new brokerage firm was an outgrowth of the dissolution of the 10-year-old Blackburn-Hamilton Co. Mr. Stubblefield had been director of the Blackburn-Hamilton San Francisco office with W. R. Twining. Mr. Blackburn continued in the brokerage business with his own organization. At present, Hamilton, Stubblefield, Twining & Assoc. has offices in Chicago, Washington, Cleveland, Dallas and San Francisco.

Fry to Crisler as Midwest Mgr.

MR. FRY

Paul R. Fry, president of Inland Broadcasting Co. Omaha, Neb., is joining R. C. Crisler & Co. (station broker) as midwest manager. Inland sold KBON Omaha last month [CHANGING HANDS, Sept. 22].

With headquarters in Omaha (P. O. Box 1733 Benson Station), Mr. Fry will cover an area extending from Canada to the Gulf of Mexico. He is a director of Nebraska Broadcasters Assn. and a member of NAB's Radio Standards of Practice Committee.

Sid DuBroff Assoc. Formed

Formation of Sid DuBroff Assoc., 570 Fifth Ave., New York, to specialize in merchandising and sales promotion for television, radio and advertising, has been announced by Sid DuBroff, president of Prize Merchandising Inc., New York. The new firm will handle merchandising for NBC-TV's *Haggis Baggis* and syndicated tv series *Bingo-At-Home, Lucky Partners,* and *Spino.* Mr. DuBroff formerly was managing director of Spotlight Promotions.

PROFESSIONAL SERVICE SHORT

WSM-AM-TV Nashville, Tenn., appoints Phil Dean Assoc., N. Y., to handle its national publicity.

ANOTHER STEP TOWARD EQUAL ACCESS

Radio and television will be admitted to hot Indiana murder trial

There will be no restrictions on radio-tv when the much-publicized Forrest Teel murder case comes up in an Indiana criminal court next month.

Indeed, broadcasters appear to have won another round in their fight to cover courtroom proceedings on a par with the press—and discovered a new champion in Saul I. Rabb, judge of Div. 2 of the Marion County (Ind.) Criminal Court. He said:

"Canon 35 violates the inherent right of the people to know what is going on in their courts."

Judge Rabb, who handles over 1,200 cases annually, laid down ground rules for the forthcoming trial of Mrs. Connie Nicholas, charged with the murder of Forrest Teel, executive vice president of the Eli Lilly Co. The Teel killing last July attracted national attention. The case comes up in late November.

Judge Rabb's views were contained in an interview with Bob Hoover, mobile news chief of WIBC Indianapolis.

In it he summarized his views on the American Bar Assn.'s rule prohibiting cameras and microphones in courts of law. Excerpts of the interview were made available to BROADCASTING last week.

The trial is expected to attract radio and tv newsmen from all parts of the country—but it is "no different from any other trial of its kind," according to Judge Rabb. "I cannot see why it should be treated differently." Visiting and local newsmen are expected to bring cameras, microphones, tape recorders and other assorted gear, prepared for both live and delayed radio-tv coverage. What can radio-tv reporters, especially visiting newsmen, expect from Judge Rabb?

"They will be treated just as local news media have long been treated in my court. There will be nothing denied them as long as they do not attempt to interfere with the smooth and legal operation of the trial. How well they succeed is up to them. Heretofore, I have experienced the most pleasant relations with men of this vocation and I hope it continues. They need fear no intervention from me as long as they conduct themselves as the gentlemen I know them to be . . ."

Judge Rabb feels inherently that anyone coming into the public eye through the medium of the courts thus forfeits his right to privacy, he told newsman Hoover. "He becomes what we call *quasi,* which translated into a phrase understandable by the layman, means that he has become a halfway public official. By that I mean a borderline public official, not necessarily an elected or appointed one. When a man has placed himself in such a position then I think he gives up his right to privacy when it concerns the public."

Judge Rabb told Mr. Hoover he has permitted perhaps 10 or 12 cases to be televised, broadcast, photographed, or taped during his years in court and that "news media are always welcome."

Judge Rabb started disregarding Canon 35 several years ago at a widely-publicized trial at which he permitted news media to circulate freely, which was considered news itself.

He explained his position thusly:

"This rule about not taking pictures in court is a canon of the bar association. I think that if they would go into it now and see how news media operate without noise, without flash lights and with modern equipment that they would re-write the regulation and permit it generally just like they have permitted newspaper reporters to operate for years. The camera and the tape recorder are the pencil of radio and tv.

"Canon 35 should be interpreted by each judge in the community in which he lives. Each judge knows his own problems. They can act accordingly. I have never been criticized by the Supreme Court for my feelings toward Canon 35 and 1,200 cases go through my court annually.

"In other words I feel that since the camera and tape recorder are the pens of tv and radio there can be no errors made in the taking down of testimony or of any conversation by judge, prosecutor, defense lawyers, witnesses or the defendant. When it is on film or tape it is a permanent record speaking for itself.

"Let me say this. A court is a place where justice must be meted out fairly and squarely. I will go along with all news media at all times. I shall expect them to conduct themselves as gentlemen and to go along with me.

"I will not tolerate anything which I deem not to the good of the defendant who is presumed to be innocent until proven guilty beyond any reasonable doubt. Naturally I can get tough if the situation demands but I know that I will never have to resort to this because the record of the past will continue to be the record of the future among news gatherers."

'NEWS MEDIA ARE ALWAYS WELCOME'

Judge Saul I. Rabb, who will preside at the trial of the woman accused of killing Forrest Teel in Indianapolis, is an old friend of newsmen. Here's a report on Judge Rabb as given to BROADCASTING *last week by Bob Hoover, WIBC newsman:*

Judge Rabb began his legal career in about 1940. He engaged in private law practice for several years and then was appointed a deputy Marion County prosecutor. One of his outstanding investigations concerned the brutal slaying of Naomi Ridings, a WAC stationed at Ft. Benjamin Harrison near Indianapolis during World War II. Her body, chopped to ribbons with a broken whisky bottle, was found in a room in the Claypool Hotel. The mystery never was solved although Mr. Rabb and a number of special deputies and homicide men together with FBI agents worked for weeks. At the time, Mr. Rabb shot straight from the shoulder with the news media. Nothing was withheld within reason.

The Indiana state legislature created Criminal Court Div. 2 some 10 years ago and Mr. Rabb was appointed judge. Later he ran twice for election and won. He is running this year for a third term.

"In all," he continued during our interview, "I believe that I have allowed to be televised, broadcast, photographed, taped and what have you, about 10 or 12 cases. Of course, news media are always welcome and they flock around in the less prominent trials for human interest stories and pictures. But the 10 or 12 I speak of have been dillies and I could see no reason for disallowing [newsmen] the right to function as long as they kept within the bounds of propriety and did not interfere with the meting out of justice. I've never had a squabble with any one of the 40 or 50 who have been my guests."

JUDGE RABB

"I always look forward to Ad Age..."

says **GORDON BEST**
President
Gordon Best Company, Inc.

"I look forward to Monday morning as the time to get my advertising signals straight because, if there's any business that's full of rumors—it's advertising. I start the day with Ad Age. First I look at the front page headlines, then 'Last Minute News Flashes.' By this time, half the rumors have been blown sky-high, and some are confirmed in detail. I get this information in minutes—the rest I absorb at home. I always look forward to Ad Age as an informative starter for each busy week."

Fifty-two Mondays a year, most of the executives of importance to you count on Ad Age to get their advertising signals straight. For week in, week out Ad Age reports, analyzes and clarifies the news and trends of particular interest to those who *influence* as well as those who *activate* the selection of markets and media.

At Gordon Best Company, Inc., for example, where $7,300,000* of its 1957 billings were placed in radio and television, planning broadcast schedules is a vital part of the agency's operation. Among its accounts are such major broadcast advertisers as Helene Curtis Industries, Inc.; Dumas Milner Corp. (Pine-Sol, Perma Starch, etc.); and The Maybelline Company.

Every week, *14 paid-subscription copies of Ad Age* keep Gordon Best executives up with the changes and developments affecting them. Further, *23 paid-subscription copies* reach advertising and marketing professionals of the companies mentioned.

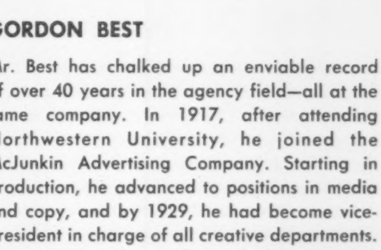
Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,500 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Ad Age a most influential medium for swinging broadcast decisions your way.

** Broadcasting Magazine 1957 Report.*

GORDON BEST

Mr. Best has chalked up an enviable record of over 40 years in the agency field—all at the same company. In 1917, after attending Northwestern University, he joined the McJunkin Advertising Company. Starting in production, he advanced to positions in media and copy, and by 1929, he had become vice-president in charge of all creative departments. He was named president of the McJunkin company in 1941. Seven years later, the agency's name was changed to Gordon Best Company, Inc. Like its president, some of the firm's accounts also have "stayed put" successfully for more than four decades.

Identified with the creation of many well-known advertising themes—including "Just the Kiss of the Hops" for Schlitz beer, Mr. Best continues to head his agency's creative services and planning for clients. His after-hours interests include painting in oils, taking color photographs and playing the organ.



important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3*

RADIO—THE VIEWER'S FRIEND

WWDC Washington has a new use for editorials: to encourage honesty among tv repairmen by spotting defective sets in the area, calling in repairmen and then broadcasting their misdeeds.

WWDC likens its technique to that used by radar units used to catch speeders on the highway. This is how it works:

The station obtained three tv sets in good working order. It put a defective part in each, then placed the set in a private residence. The legitimate repair price—$5 for the house call plus cost of the defective component—was known. Initially, 30 local repair firms were called in on the three sets (the sets themselves were moved periodically). The results: On a repair which should have cost $5.65, the bills ranged from $5.65 to $15.71; on a $7.40 repair, the range was from $6.22 to $14.95; on a $7.70 repair, from $7.40 to $16.22.

At this point the campaign entered Phase Two. WWDC broadcast editorials informing its audience what it had learned—and adding that the station's sets were still in circulation, and that within a short period of time some repair company would receive an order for service. The obvious intention: repairmen going out on service calls would not know whether it was a "doctored" set or an ordinary repair. To play safe, WWDC hoped, they would give all sets honest treatment.

The campaign is now in Phase Three. Because word of the first sets had spread fast among the 450 tv repair companies in the area, new sets were obtained and put into new locations, and a second list of 30 companies is being called.

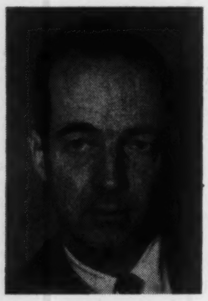
These are the principal irregularities WWDC has uncovered to date: (1) overpricing—one firm charged $4.05 for a 65 cent resistor; (2) replacing good tubes along with the bad—the same firm ran its bill up to $15.51 by making unnecessary repairs; (3) taking the replaced tubes from the home rather than leaving them with the set owner; (4) manipulating the set to indicate other defects—one repairman adjusted the ion trap on the picture tube to make the picture darker, then tried to sell a $7.95 "picture tube rejuvenator" to make it bright again; (5) advertising house calls for "no charge, or $1, or $1.25, or $1.50" when in reality the charges would run between $3.50 and $5 plus parts.

WWDC itself cancelled all tv repair advertising after the start of the editorial campaign and will continue the ban until after the first of the year then will re-evaluate the situation in light of findings.

The editorials are run at frequent intervals during the broadcast day on WWDC and WWDC-FM. They are presented by Ben Strouse, station president; the campaign is under the direction of Joe Phipps, news director.

Kohn Appointed General Manager As WGMS Revises Its Good Music

Raymond F. Kohn, president of WFMZ (FM) Allentown, Pa., has been named general manager of WGMS Washington. RKO Teleradio Pictures President Thomas F. O'Neil made the appointment. WGMS premieres a revised good music format on Nov. 1.


MR. KOHN

New personnel added by Mr. Kohn to the WGMS staff: sales manager, Perry S. Ury, who served in same capacity at WFMZ and WFMZ-TV; chief engineer, Rogers B. Holt, formerly with WGTH-AM-TV and WPOP, all Hartford, Conn., and director of public relations, Sol Hurwitz, former account executive with House & Gerstin Adv., Washington.

WONA Commences Operations

Regular programming was scheduled to begin on WONA Winona, Miss., Saturday (Oct. 25). The outlet is owned by Southern Electronics Co. (Bob McRaney, formerly general manager, Mid South Network, and Bob Evans, Mid South's present general manager). Southern Electronics also owns WAMY Amory, Miss. Mr. McRaney owns WROB West Point, Miss. Bob Chisholm, formerly owner-manager of WMBC Macon, Miss., is WONA's station manager; Billy White is chief engineer, Les Campbell is chief announcer. The daytimer is 1 kw on 1570 kc. Its address: 107 Summit St., Winona. WONA is affiliated with Mutual, Mid South and Keystone networks.

WTOL-TV Hopes for '58 Kickoff

Ch. 11 WTOL-TV Toledo, Ohio, has announced that it expects to begin transmitting test signals next month and regular programming in December. Frazier Reams, president of companion WTOL, is 70% owner of WTOL-TV. Permittee is The Community Broadcasting Co.

WJIM Stations Give Dividend

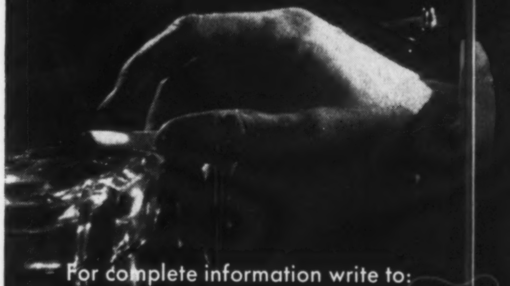
Gross Telecasting Inc. (WJIM-AM-FM-TV Lansing, Mich.) has announced payment on Nov. 10 of the regular quarterly dividend of 40 cents a share on common stock and 7.5 cents a share on class B common, to shareholders of record Oct. 27. Harold F. Gross, president of the firm, reported that revenues for the nine months ended Sept. 30 increased to approximately $2 million as compared with $1.9 million the previous year. It was also reported that net income on the 200,000 shares of common stock and the equal number of class B common increased to $1.32 as compared with $1.26 last year.

"BOSS or NO—
we've got to
make him say
it right!"

No doubt about it—when the boss, or any other non-professional, wants to make a public appearance on TV, it's best to have him do it on film!

When it's on film, you're in control. Flubs are just scissored out. Mistakes won't get through because you see the show before you show it. You're in control, too, of time and station . . . show it any time, anywhere you can get a clearance.

Use black-and-white—or color . . . there's an Eastman Film for every purpose.



For complete information write to:
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Ave., New York 17, N.Y.

Midwest Division
130 East Randolph Drive, Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.,
Hollywood 38, Calif.

or

W. J. German, Inc.
Agents for the sale and distribution of
Eastman Professional Motion Picture Films,
Fort Lee, N.J.; Chicago, Ill.;
Hollywood, Calif.

Be sure to shoot in COLOR . . .
You'll be glad you did.

Motorola Uses Twin-Am Stereo Via WFPG, WMID Atlantic City

An all-am approach to binaural transmission — utilizing two am stations — for stereophonic broadcasting is reported by Motorola Inc., Chicago electronics manufacturer, for one of its eastern distributors.

The experiment was launched on WFPG and WMID Atlantic City, Oct. 3, with "excellent results," according to Motorola. The test was extended to a daily hour-long program 7-8 p.m. on Oct. 15, with Motorola as exclusive sponsor.

Programming originated from the studios of WFPG, which airs the left half track, while WMID broadcasts the right one. Range of the stereo broadcasts is claimed to be about 50 miles around Atlantic City.

Motorola noted that while previous stereo programs have utilized one am and one fm, or perhaps a tv plus am or fm outlet, the Atlantic City broadcasts are believed to be the first employing two standard am stations.

WIS-TV Seeks Army Permission To Cover Nearby Court-Martial

WIS-TV Columbia, S. C., is currently involved in an argument with the U. S. Army over the right to film certain court-martial proceedings at nearby Fort Jackson, S. C.

The controversy was brought to the attention of the resolutions committee of Radio Television News Directors Assn. at its recent Chicago convention (see page 72; also, TRADE ASSNS., Oct. 20), but no action was taken. The matter was referred to Ed Ryan, WTOP Washington, head of the organization's freedom of information committee.

Bill Minshall, news director of WIS-TV, said the station has been covering activities of Fort Jackson by tape and film on a regular basis. Recently, Mr. Minshall unsuccessfully requested permission to shoot film in the courts-martial room and tape-record the testimony in a case involving mistreatment of recruits. He also sought free use of film outside the courtroom and sound camera interviews.

Mr. Minshall reported he filed another direct request with Secretary of Army Wilber Brucker and is awaiting a reply.

Retail Group Hears McGannon On Radio-Tv and Sales Patterns

Westinghouse Broadcasting Co. President Donald H. McGannon, sees a distinct connection between the sales curve and the advertising wave length. Speaking before an audience of 1,000 business leaders attending the 30th annual Boston Conference on Distribution (sponsored by the Boston Chamber of Commerce's Retail Trade Board) last Monday (Oct. 20), the WBC president pointed out that the recent recession sparked close re-examination of advertising policies.

One possible result of this re-appraisal to Mr. McGannon: more radio-tv in the future of national advertisers—probably at the expense of other media. "Any major store," he said, "that is not using television and radio advertising, is 10 years behind the times." Broadcasting media, unlike others, "have no delivery problem and reach people wherever they are"—a reference to the rapid growth of suburbia. "There are more homes with tv sets today than there are homes with bathtubs," he declared. "If nothing else, this would seem to suggest that bathtub manufacturers ought to be using radio and television to sell bathtubs."

After describing "many strange and wonderful things" radio-tv can do and have done for advertisers, Mr. McGannon waxed theoretical. "Perhaps some of you are not convinced," he said, "because it didn't work out that way when you tried it. Gentlemen, broadcasting is not the universal panacea, the magic elixer that cures all distribution ills. However, it cures a good many of them and where radio and television fail, there is often a good reason." Among them: (a) how the story was presented in radio-tv; (b) whether a fair trial was given the media; (c) whether radio was used "as what it is—a saturation medium delivering countless thousands of impressions at low cost"; (d) whether timing was right (". . . Did you consider [it] a failure because it couldn't sell snowshoes in July?") and (e) "Did you try to carry over print media techniques into broadcasting? Did you buy a bright, shiny new Cadillac, and then hitch a horse to it?"

Lee Named Executive V.P. For Fetzer Broadcasting Co.

MR. LEE

Top-level executive changes, including the elevation of Carl E. Lee to executive vice president and general manager of Fetzer Broadcasting Co., was announced Wednesday by John E. Fetzer, president.

In other appointments: Donald W. Desmit, sales manager of WKZO-TV Kalamazoo, Mich., took on additional duties as administrative assistant for tv. Otis T. Gaston was promoted from administrative assistant to station manager of WKZO Radio; E. L. Tait was named secretary-treasurer and Robert C. Van Horn, assistant secretary, both of Fetzer Broadcasting Co., and Rogert L. Hoffman was appointed station manager of Fetzer's WJEF Grand Rapids. Mr. Van Horn also becomes secretary of the affiliated companies.

Mr. Lee joined Fetzer in 1939. He was promoted to administrative assistant in 1951, and elected a vice president, man-

STATION PROFIT & LOSS

► Earned surplus of the Northwestern Publishing Co., licensee of WDAN-AM-TV Danville, Ill., and publisher of the *Commercial-News* there, was $933,930 as of June 30, according to a license renewal application filed with the FCC. The company is associated in ownership with the Gannett Co. newspapers and radio-tv stations.

Northwestern listed current assets of $431,673, fixed assets of $475,052, intangible assets of $360,581 and total assets of $1,274,277. Current liabilities were $251,347.

► West Central Broadcasting Co., licensee of WEEK-AM-TV Peoria and WEEQ-TV La Salle, both Illinois, had an earned surplus of $63,288 and a capital surplus of $169,285 as of last July 31, according to applications for license renewal with the FCC.

Current assets were listed as $269,593; property and equipment $598,764, and total assets $902,895. Current liabilities were $221,160 and long-term obligations $171,015 plus $178,145 in notes payable to stockholders.

► The Chicago Federation of Labor, licensee of WCFL Chicago, had $925,902 current assets as of June 30 of which $253,358 was in accounts receivable by WCFL, it was indicated in the station's application filed with the FCC for license renewal. The federation had total assets of $1,872,767, including $668,177 in investments and $278,687 in fixed assets.

Current liabilities were $57,716 and long term liabilities and credits $94,171. Total net worth was $1,778,595 including $1,029,893 invested in WCFL.

► A net worth of $253,027 as of July 31 and after dividends of $30,000 was reported by American Broadcasting Stations Inc., licensee of WMT-AM-TV Cedar Rapids and KWMT Fort Dodge, both Iowa, in an application to the FCC for transfer of control from one trusteeship group to another. The company reported a profit of $31,968 for the seven months through July 31.

Current assets were listed as $241,931, fixed $176,708, investments $60,935, other assets $231,799 and total assets $711,375.

Current liabilities were put at $142,473 and other liabilities at $30,542.

► Norbertine Fathers, licensee of WBAY-AM-TV Green Bay and WHBY Appleton, both Wisconsin, listed current assets of $479,788 as of June 30 in an application for license renewal at the FCC. Total assets were $4,363,059, including fixed assets of $3,843,649 and investments of $38,939.

Current liabilities were $71,998 and long term debt (in notes to the Premonstratension Fathers) $2,536,366, leaving capital of $1,754,695.

► WEMP Milwaukee had an earned surplus of $437,419 as of June 30 after an allowance for $229,740 in treasury stock, according to its application at the FCC for license renewal.

WEMP listed current assets of $210,189; other assets of $186,915 (of which $186,575 was for investments in KWK St. Louis) and $260,080 (the bulk in notes receivable from KWK); fixed assets of $259,970, and total assets of $917,564. Current liabilities were $150,144 and long term liabilities $330,000.

A PREDICTION

"I believe that the time is coming when all the wheels—the railroad wheels, the truck wheels, the air liner wheels and the wheels in the pilot houses—will be moving in closer concert for the good of agriculture and industry.

I don't believe we need common ownership in transportation in order to work more closely together. I think that joint rate and service arrangements are just around the corner.

I feel certain that we can have truly coordinated transport in this country, given reasonable initiative and at least a minimum of good will and good intent."

Guy W. Rutland, Jr., President

AMERICAN TRUCKING ASSOCIATIONS, INC.

WASHINGTON 6, D. C.

MADE BEFORE THE PITTSBURGH INSTITUTE, TRANSPORTATION ASSOCIATION OF AMERICA, SEPTEMBER, 1958 aging director and board member of Fetzer Broadcasting in 1953. He is a past president of the Michigan Assn. of Broadcasters.

Mr. Desmit joined the organization in 1946, becoming sales manager of WKZO-TV in 1950. Mr. Gaston came to Fetzer in 1947, serving in various program and sales capacities of WKZO Radio. He was named administrative assistant in 1954. Mr. Tait, formerly with Lear Inc. and Libbey-Owens-Ford, joined Fetzer in 1946, while Mr. Van Horn moved to the company recently after being associated with Allen Electric Co. Mr. Hoffman was identified with stations and civic groups in Galesburg, Ill., and Lincoln, Neb.

DISCOUNT TICKETS

Investigations arising out of editorials by KFKF Bellevue, Wash., and a statement aired on the station by a former police sergeant, have resulted in the suspension of the local police chief and a policewoman.

In KFKF's editorials it called for a special city council meeting to investigate the ex-officer's charge that certain of Bellevue's leading citizens paid traffic tickets at a discount or had them dismissed. A public hearing was set for the taking of testimony and the receipt of evidence.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

KWRC PENDLETON, ORE. • Sold to Fred W. Stevens by Western Radio Corp. and V. B. Kenworthy for $37,500. The sale was handled by Allen Kander & Co. KWRC is on 1240 kc with 250 w.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* For the Record, *page 104.*

KXEL WATERLOO, IOWA • Sold to Cy N. Bahakel by Josh Higgins Broadcasting for $350,000, plus a five-year lease for studio premises at the monthly rental of $1,000 and agreement to purchase the property for $150,000 prior to the end of the lease term with credit equal to 25% of rent paid under the lease. Mr. Bahakel's interests include: WABG-AM-TV Greenwood and WKOZ Kosciusko, both Mississippi; WLBJ Bowling Green, Ky.; WKIN Kingsport, Tenn.; WRIS Roanoke and WWOD Lynchburg, both Virginia. Comr. Robert Bartley dissented in this grant on the multiple ownership issue. KXEL is on 1540 kc with 50 kw, directional antenna night, and is affiliated with ABC.

KWIP MERCED, CALIF. • Sold to HDH Stations Inc. (Maxwell Hurst, president) by Joseph Gamble Stations Inc. for $141,500. KWIP is on 1580 kc with 500 w, day.

WAPX MONTGOMERY, ALA. • Sold to Ralph M. Allgood and Grover Wise, doing business as The Southland Broadcasting Co. of Montgomery (WDNG Anniston, Ala.) by United Broadcasting Co. for $125,000. This sale was granted on the condition that the assignee dispose of all interest in notes of licensee of WRMA Montgomery, held by it prior to consummation of the WAPX assignment. WAPX is on 1600 kc with 1 kw, directional antenna night, with ABC and MBS affiliation.

Engineer Points Up Difference In Producing Tv, Theatre Shows

The belief that good theatre can be moved before the tv camera with little adaptation is a "misconception," a leading station engineer observed last week. Speaking before the Women's Press Club of New York Saturday (Oct. 25), G. Edward Hamilton, chief engineer of WABC-TV New York, explained the varying requirements of stage and television.

The theatre, he said, involves triple perception—visual, aural and mental—while television (with the exception of several stereophonic experimental telecasts) relies predominantly on the visual and mental elements. The theatre doesn't rely as heavily on mood lighting as does television where engineers must not only consider the actual lighting of the moment but how it will look in the home.

These two examples, he pointed out, merely illustrate the basic incompatibility of the two media; they can work harmoniously, but only with their own respective tools.

WCCO Buys Minneapolis Theatre

The purchase of Radio City Theatre (Minneapolis Amusement Co.) by Midwest Radio Television Inc. (WCCO-AM-TV Minneapolis) [Stations, Sept. 8] was consummated Oct. 16. The quarter-block area in downtown Minneapolis involved in the sale contains the 4,000-seat theatre plus WCCO-TV's studios and offices. Midwest Radio plans to raze most of the theatre. Future plans for the site are not yet set.

WIND Reprices Peak Hours

Independent WIND Chicago has issued rate card No. 3, effective Oct. 19, adding a new AA time classification that takes cognizance of peak traffic hours. Rate increases were understood to average about 25%. Class AA time, the only change from the previous card, includes 6:30-9 a.m. and 5-6:35 p.m., Monday through Friday, and charges for news service are tied to time costs in various classifications. No rate boosts were effected for evening hours.

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

takes pleasure in announcing the addition of Joseph M. Sitrick to its Washington, D.C. National office effective immediately

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
FInancial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

THROWING the switch at the opening of WJRT (TV) Flint, Mich., is John F. Patt, president of licensee WJR The Goodwill Station Inc. He is accompanied by (c) Worth Kramer, executive vice president-general manager, and A. Donovan Faust, station manager.

WJRT advanced its Oct. 12 opening [STATIONS, Oct. 13] from 5 p.m. to 1:15 p.m. to carry the Detroit Lions' football game. The station originally was granted its FCC permit six years ago but commencement of operations was delayed by court proceedings [GOVERNMENT, Dec. 20, 1954 *et seq.*].

STATION SHORTS

WQXR Network in New York state has added its 12th affiliate [CLOSED CIRCUIT, Sept. 29]. WHAM Rochester's fm operation (WHFM [FM]) has begun carrying WQXR New York-originated program schedule.

WPIX (TV) New York has signed 51 national advertisers, representing more than $2 million in gross billings, for new tv season, John A. Patterson, sales manager, has announced. Mr. Patterson attributes upswing in business to station's "block-night" programming concept under which programs of similar type and appeal—adventure, drama, movie and family—are scheduled back-to-back for entire evening.

Hildreth Stations (WABI Bangor, WAGM Presque Isle, WABM Houlton, WPOR Portland, all Maine) name AD-ventures Inc., Portland, Me., as advertising agency in Maine.

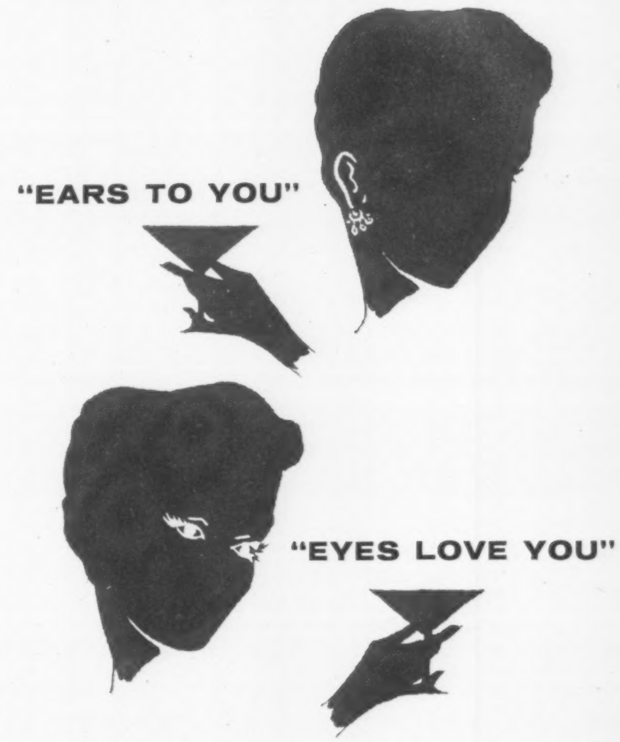
WABC-TV New York has achieved record third-quarter in sales paced by gross of $1,250,000 in local and national business in past three weeks, Robert L. Stone, v.p. in charge of station, has reported. Mr. Stone estimates 1958 third-quarter business exceeds that of 1957 by 25%.

KLUB Salt Lake City—independent since Dec. 31, 1956—has reaffiliated with ABC Radio. KLUB, owned and operated by KLUB Broadcasting Co., operates on 570 kc with 5 kw.

WNBC (TV) New Britain, Conn., announces new rate card, No. 8. One hour of Class AAA time, one time, is $700.

From Rochester's CHANNEL 10

A Double Toast to Our Advertisers:—



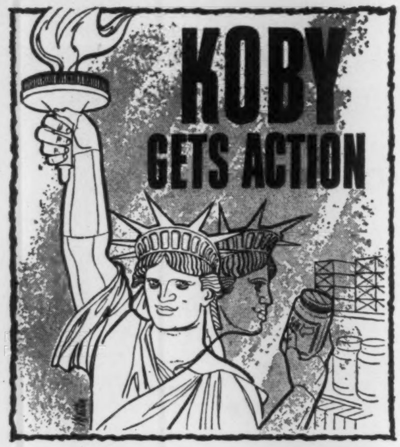
Yes, you get the majority* of the eyes and ears in the rich Rochester area when you advertise your product on

CHANNEL 10

* Rochester Metropolitan Area TELEPULSE March 1958

NATIONAL REPRESENTATIVES
The Bolling Co. WVET-TV
Everett McKinney WHEC-TV

In Rochester, N. Y.
IT ALL ADDS UP TO 10
CBS BASIC



IN SAN FRANCISCO . . . audiences respond to KOBY's musical formula. From New York to San Francisco, advertisers know that KOBY motivates the market!

If your favorite tune is "Happy Days are Here Again," played by thousands of ringing cash registers . . . then it's time you called your Petry Man. He'll show you the rating facts and give you the big reasons to buy KOBY in San Francisco!

KOBY / **10,000 watts San Francisco**

Sit in with your PETRY Man

In Denver it's KOSI—
in Greenville, Miss.—WGVM

Mid-America Broadcasting Co.

For Action at Lowest Cost

86% of CBS Commercial Time is ordered on*

WTHI-TV

TERRE HAUTE INDIANA

Channel 10 CBS

**Basis: 1958 Fall Schedule*

Bolling Co., New York • Chicago
Dallas • Los Angeles
San Francisco • Boston

SRA Planning to Add Gold Medal To Silver Nail Award Next Year

Plans for selecting the Station Representatives Assn.'s second annual "Silver Nail" timebuyer of the year winner—and for establishment of a new award for former timebuyers—are being announced today (Monday) by SRA Managing Director Lawrence Webb.

The new award will be known as the "Gold Medal" and will honor outstanding contributions to the radio and television advertising business. At least 15 years' service in the agency field, including work as a timebuyer at some point in that span, is required for eligibility.

Both the second Silver Nail and first Gold Medal awards will be presented at a luncheon during the latter part of next April. The Silver Nail was created by SRA to honor Frank Silvernail, who was its first recipient at the time of his retirement from BBDO last spring after more than 30 years in advertising.

Winners of Silver Nails are selected by vote of the sales personnel of SRA member firms. Winners of Gold Medals are chosen by heads of member firms from a group of candidates designated by the SRA awards committee. This committee consists of Lewis H. Avery of Avery-Knodel, chairman; Richard O'Connell of the firm by the same name, and Ed Fitzsimmons of the Weed radio and tv firms.

Butter-Nut, Calo Commercials In Cartoonists Guild Festival

The "subliminal" commercial for Butter-Nut coffee and the Calo cat food commercial featuring a cat and a lion were judged best among 24 animated tv commercials made by members of the Screen Cartoonists Guild and shown Oct. 17 at the Guild's sixth annual Film Festival at the Sheraton West Hotel, Los Angeles.

The top-ranking Butter-Nut commercial was a product of Fine Arts Productions. The commercial for Calo cat food was produced by Cascade Pictures for Foote, Cone & Belding, San Francisco.

Firms contributing entries this year as in the past was limited to employers of Screen Cartoonists Guild members, but attempts are being made to reach an agreement between this independent union and IATSE's Motion Picture Screen Cartoonists Local 839 for an industrywide animation festival in 1959.

L.A. Art Directors Awards Open

The Art Directors Club of Los Angeles has invited persons and organizations producing advertising or editorial art or tv commercials within the 12 western states or Hawaii during the year, Dec. 1, 1957-Nov. 30, 1958, to submit entries for the club's annual competition. Deadline for entries is Nov. 3. Awards, medals and certificates of merit will be presented to the winners Feb. 14, 1959, at an awards dinner-dance at the Los Angeles Statler. Outstanding entries will be exhibited during February in the California Museum of Science & Industry, Los Angeles.

AWARD SHORTS

Paul Saliner, conductor of *Gadabout Show* on WGN Chicago, honored with 1958 VIP award of Illinois Club for Catholic Women for publicizing activities of Chicagoland club events and service to teenagers.

Bishopric/Green/Fielden Inc., Miami advertising agency, has won first place award for tv commercials in annual Miami Art Directors Club contest for fourth time in five years.

San Francisco Giants presented with intercity Golden West Broadcasters trophy given annually to team winning most games during Giants-Los Angeles Dodgers series. Giants took possession by winning 16 out of 22 games with Dodgers.

WFMY-TV Greensboro, N. C., and its newscaster, Charlie Harville, presented Certificates of Merit by American National Red Cross for "extraordinary cooperation in promotion of Red Cross Blood Program."

W. Dail Cannon, radio-wire transmission research engineer for Western Union Co., N. Y., awarded 1958 F. E. d'Humy medal for scientific research resulting in important technical advances to the nation's communications.

J. L. (Lee) Berryhill, chief engineer, KRON-TV San Francisco, given Scott Helt Award for his technical paper on "Automation Applied to Television Master Control and Film Room." Mr. Berryhill's paper pointed up chance for error in tv's "frantic period," 30 seconds during station break time when technician must make as many as 20 or more carefully timed switching operations.

Patches, WBAL-TV Baltimore personality, has received annual Youth Award of Post 717, Catholic War Veterans, for "outstanding contribution to Maryland youth." Patches, host of *Patches Show* for children, is first radio or tv personality to be so honored.

William L. Putnam, president, WWLP (TV) Springfield and WRLP (TV) Greenfield, both Massachusetts, and **Kitty Broman,** director of women's services for both stations, have been given Public Service Awards in field of Civil Defense in Massachusetts.

We've read thousands of U.S. and Canadian newspapers in the past 9 years, looking for unusual *local retail* promotions: traffic-building stunts, give-aways, anniversary gimmicks, slogans, etc. used by local retailers. Result? We've assembled over 300

ideas

and we challenge anyone selling *local* retail advertising to read them without finding at least 10 good usable ideas! 108 pages, well-illustrated, these 300 ideas are yours for only $25. I.F.I. Adv. Agency, Christie Bldg., Duluth, Minnesota.

You get better pictures with Du Pont film

Scene from a WNEM newsreel, shot on Du Pont 931 film.

WNEM-TV uses

one film for all light conditions...Du Pont 931

Charles Ray, Director of Photography for station WNEM-TV, Bay City, Mich., says that he and his six cameramen keep their cameras loaded with Du Pont Type 931 Rapid Reversal film for all newsreel photography.

"931 has the high speed and latitude we need for news shots anywhere, any time," says Mr. Ray. "We can shoot indoors or out, rain or shine, and be sure we'll get good, usable pictures."

WNEM has built up a large "morgue" of filmed background material on local activities, so that when a story breaks, they'll have films immediately available to help round out the news coverage. When a cameraman comes in with footage on a hot local story, WNEM can go on the air with a complete, edited news show. Du Pont 931 helps here, too—its wide processing latitude and extra short drying time mean it can be force processed at high temperatures, dried, spliced and on the air in a matter of minutes.

"We don't see how you can beat 931," concludes Mr. Ray, "for this combination of speed, latitude and processing ease."

For more information on 931 and other hard-to-beat Du Pont Motion Picture Films for TV use, contact the nearest Du Pont Sales Office. Or write Du Pont, Photo Products Department, 2432-A Nemours Building, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada (1956) Limited, Toronto.

DU PONT
REG. U. S. PAT. OFF.

Better Things for Better Living . . . *through Chemistry*

Pay for Re-Use of Videotapes Dominates Networks-AFTRA Talks

Negotiations between the three networks and the American Federation of Television & Radio Artists continued in New York last week, with primary discussion centered on a formula for re-runs of videotaped commercials and programs.

An AFTRA spokesman denied reports that talks had "bogged down" over this issue but said payment for re-use of taped products has dominated the negotiations. A formula to be devised would stipulate full payment for one or more runs; a reduced percentage for a certain number of subsequent runs and a sliding downward scale for additional uses. The current pact expires on Nov. 15 and a settlement is not anticipated before the deadline.

On a related matter, the National Labor Relations Board will re-open its hearing in New York Nov. 6 on a petition by AFTRA to hold a referendum among performers to select a single union to represent them in the videotape commercial field. The hearing was recessed more than two weeks ago after testimony was presented by AFTRA, the Screen Actors Guild, the Screen Extras Guild and the television networks. The last named organizations have all voiced opposition to AFTRA's petition and asked NLRB to dismiss it.

Second Independent Movie Firm Signs Musicians Guild Contract

Musicians Guild of America has signed a contract with a second independent motion picture company, Dore Schary Productions, and again is the target of unfair labor practice charges, filed with NLRB by American Federation of Musicians. A similar protest resulted from MGA's first independent studio contract, with Hecht-Hill-Lancaster [PERSONNEL RELATIONS, Oct. 6] which AFM said was outside the scope of MGA's collective bargaining realm, the major movie studios.

The first scoring under the Schary contract began Oct. 15 at Goldwyn Studio, on the picture, "Miss Lonelyhearts."

Judge Alfred Gitelson of Los Angeles Superior Court postponed until Oct. 28 his ruling on requests of members of AFM Local 47 in Hollywood for preliminary injunctions preventing AFM from expelling them from membership for alleged support of MGA [PERSONNEL RELATIONS, Oct. 13]. Judge Gitelson dissolved temporary restraining orders in effect since Sept. 22 [PERSONNEL RELATIONS, Sept. 29, 22] but AFM is not expected to take any action against the approximately 100 musicians involved before his ruling. It was understood that in the interim, Judge Gitelson hopes that AFM and MGA can come to an agreement on an outside referee to hold a hearing within the framework of AFM bylaws. Petitions for an injunction followed an attempt of AFM to institute an intraunion hearing.

Labor Protests to CBS, FCC WKRC Right-to-Work Editorials

The Committee on Economic Stability in Cincinnati last week protested to CBS and to the FCC against editorials by WKRC there. The brief editorials have been broadcast five times daily in behalf of the right-to-work constitutional amendment in Ohio. Committee chairman John J. Gilligan said the station should present the other side of the issue. His committee—made up of union leaders—opposes the amendment that would make it illegal to require an employe to join a union in order to keep his job. The issue goes to the polls Nov. 4.

The station's president, Hulbert Taft Jr., pointed out that WKRC offered a half-hour free to John J. Hurst, president of the Central Labor Council, to voice opposition to the amendment, an offer of which Mr. Gilligan said he was not aware. Mr. Taft also noted that the legal requirement on equal time pertains to political broadcasts, specifically with candidates for office. WKRC's editorials deal with issues, he said. Arthur Hull Hayes, CBS Radio's president, was surprised that a protest had been sent to the network (WKRC is a CBS Radio affiliate.) "We have no voice in their [the station's] management," he commented.

Tv Producers Guild Organizes To Secure Producer Benefits

To secure better working conditions, residuals, minimum salaries and other benefits for the producers of tv programs, Television Producers Guild has been organized in Hollywood. The group has no relationship to Screen Producers Guild although there may be some overlapping memberships.

Ben Brady, producer of the *Perry Mason* series on CBS-TV, is chairman of a steering committee to serve until permanent officers are elected at a general membership meeting scheduled in 30 days.

Other committee members are: Cecil Barker, George Cahan, David Dortort, Ben Feiner, James Fonda, Alex Gurenberg, Hal Hudson, Roy Huggins, Charles Isaacs, Sheldon Leonard, Ralph Levy, Nat Perrin, Edgar Peterson, and Darrell Ross. Richard Irving of Revenue Productions, also named as a member of the steering committee, withdrew his name explaining that he is "much too close to management" to give TPG the kind of wholehearted support the new organization needs. Mort Abrahams of National Telefilm Assoc. was named to the steering committee as representative of New York tv producers, which TPG hopes to include eventually, although currently the new organization is set up only on the West Coast.

THE UNION SHOW

Amalgamated Clothing Workers, AFL-CIO, owner of Amalgamated Bank of New York, which claims to offer the lowest personal bank rates in the city, tonight (Oct. 27) becomes a television sponsor. It will underwrite the Monday and Tuesday night five-minute weather strip at 10:45-50 p.m. on WABC-TV New York to promote not only the bank's services but also the famed union label. ACW President Jacob S. Potofsky said that to the best of his knowledge "This is the first time any union has attempted to use tv in the New York area for the purpose of promoting the union label."

While most New Yorkers don't have to be sold on the merits of union-made clothes, Mr. Potofsky went on, "They just need to be made aware of the union label and where it can be found." The bank's services will be promoted with the slogan, "Money costs less at the Amalgamated Bank," with a viewer participation contest for bank accounts of various sizes. Contestants must complete in 20 words or less the slogan: "I look for the union label because it stands for . . ." Entry blanks are available at haberdasheries and department stores.

Thursday and Friday portions of the across-the-board weather strip are sponsored by Helena Rubinstein Inc.

Aaron to Hear Local 47 Charges

Benjamin Aaron, nationally known labor arbitrator, has been appointed referee to hear charges brought by Local 47, Hollywood, of the American Federation of Musicians against several members for alleged violations of AFM laws. Mr. Aaron replaces George Bodle, Los Angeles labor attorney, and a committee of the AFM International Executive Board which were to have held hearings last month. Those hearings were delayed by litigation.

IMN-PACT
WITH THE
INTER
MOUNTAIN
NETWORK

THE NATION'S MOST SUCCESSFUL REGIONAL NETWORK

Intermountain Network Affiliate

KLO
Ogden, Utah
Power filled 5,000 watts at 1430
is NUMBER ONE*
In Utah's Second Market

* Pulse—Feb., 1958

HEADQUARTERS: SALT LAKE CITY • DENVER • CONTACT YOUR AVERY-KNODEL MAN

SUCCESS STORIES

One of a series of salutes to successful Radio and TV stations across the nation ...and to the Northwest School graduates who have contributed to their success.

KPEG

The ALL-GIRL-STATION
Spokane, Washington

No "Square-Pegs" here . . .

"Peg" Snyder... one of the first "Pegs" of KPEG. Mrs. Snyder has been with the station since its first day of operation and has contributed greatly toward the station's popularity.

"Peg" Parcher, another popular personality on KPEG, daily delivers news, weather reports, in addition to her regular disc jockey duties. The voice of this "Peg" is a familiar one to listeners in Spokane area.

Larry Lester, Manager Station KPEG

Mr. Lester says "I believe that more women should enter this field, as our type of operation is going to become more and more popular as people become aware of our success".

Northwest Schools graduate, Larry Lester, has been manager of this unique station since August 16, 1957. Since that time the audience has been doubled, according to recent surveys. One important reason for the rapid growth of KPEG is Mr. Lester's early training and experience as an engineer, disc jockey and sportscaster.

KPEG is owned and operated by Bellevue Broadcasters, with studios at 1527 West Second Avenue in the city of Spokane. The All-Girl Station has been on the air since February 14th, 1957. Actual station operations and all broadcasting is handled by four girls (all named "PEG"). These girl disc jockeys spin records, deliver newscasts and special events, and stress easy-to-listen-to music. Their policy is paying off in listener dividends . . . more and more people, as they hear about KPEG, are staying tuned to this station.

For further information
on Northwest training and graduates available in your area, write, phone or wire

NORTHWEST SCHOOLS

1221 N.W. 21st Avenue, Portland 9, Oregon
Phone CApitol 3-7246
737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood

Reds Rubbing Lamp To Spread Propaganda

Chinese Communists are evoking the spirit of Aladdin to propagate their faith via radio, according to an exclusive tv report by CBS News' Far East correspondent, Peter Kalischer.

The Peiping regime is blanketing the neutral nations on its geographic periphery with small, compact kerosene-type lamps that not only generate heat and light, but also sufficient wattage (2.6) with which to operate a small medium-wave and shortwave radio. The potential consumer count: 14 million Chinese comprising the minority population in these nations—a power which, if properly harnessed to the Communist tune, might sway the political climate in favor of Communism.

Mr. Kalischer made his report on film. It will be shown next Sunday (Nov. 2) during part II of CBS-TV's study of Soviet propaganda techniques on *The Twentieth Century* (Sun. 6:30-7 p.m. EST). While news of "Aladdin's lamp" has been making the rounds of European and Asian capitals for several months, CBS believes its report will be the first made here in the U. S.

The lamps are made and distributed by state-controlled China National Instruments Imports Corp., Peiping-Shanghai-Canton-Tientsin, via its Hong Kong branch (China Resources Corp.). The Red Chinese firm sells—at rock-bottom price—both lamp and radio to Red agitators in the outlying countries who then effect the widest possible distribution. The limited power output of the set enables the listener to pick up only one station—usually the most powerful transmitter in the area which happens to be a Red Chinese propaganda outlet. (Mr. Kalischer noted that Peiping broadcasts 241 hours a week in 16 languages and dialects, 66 hours and three languages more than the Voice of America from Okinawa and Manila.)

KEROSENE powers the party line.

The "Aladdin" semi-conductor, thermoelectric generator in effect, acts as a battery for the radio, and according to the instructions attached by the Chinese, "is convenient for use in pastures, in desert districts, in villages, on outskirts, in boats or in some other place where electric power source is unavailable." There are no moving parts nor coils, thus requiring little maintenance. To quote the instruction sheet again: "Inside . . . there are two groups of thermo-piles, one of which produces low voltage to heat the filaments and the other supplies high voltage for the plate circuits. . . . The radio receiver is coupled with the generator by connecting the terminal plate of the generator to the socket of the receiver with four wires." Power increase may be effected by heightening the flame, but this will cut down the playing hours.

Kick-Off Your Fall Campaign with the "TWO MOST POWERFUL WEAPONS" in the Detroit Selling Game...

CKLW-TV
CHANNEL 9
325,000 WATTS
CKLW
800 kc.
50,000 WATTS

If you'd like to play ball with the champs this Fall join up with Detroit's Most Powerful team. You get greater coverage for the most reasonable investment — a story we're delighted to tell anyone . . . anytime.

Guardian Bldg., Detroit
CKLW
Adam Young, Inc. National Rep
J. E. Campeau, Pres.

MBS Attacks Junket to Russia; USSR Continues to Battle CBS

Mutual network last week called on NAB President Harold E. Fellows to protest "the State Dept.-sponsored junket by six radio-tv men to Russia" under the cultural exchange plan [AT DEADLINE, Oct. 20]. Charles Godwin, MBS station relations vice president, cited Russia's ouster of a CBS correspondent because of the network's tv drama on Stalin's death, as well as the prohibitive tax recently leveled on newsfilm [INTERNATIONAL, Oct. 20].

"All reporters, including ours, are under strictist reporting wraps," Mr. Godwin said, suggesting Russia should ease the present regulations if they wish to continue cultural exchanges.

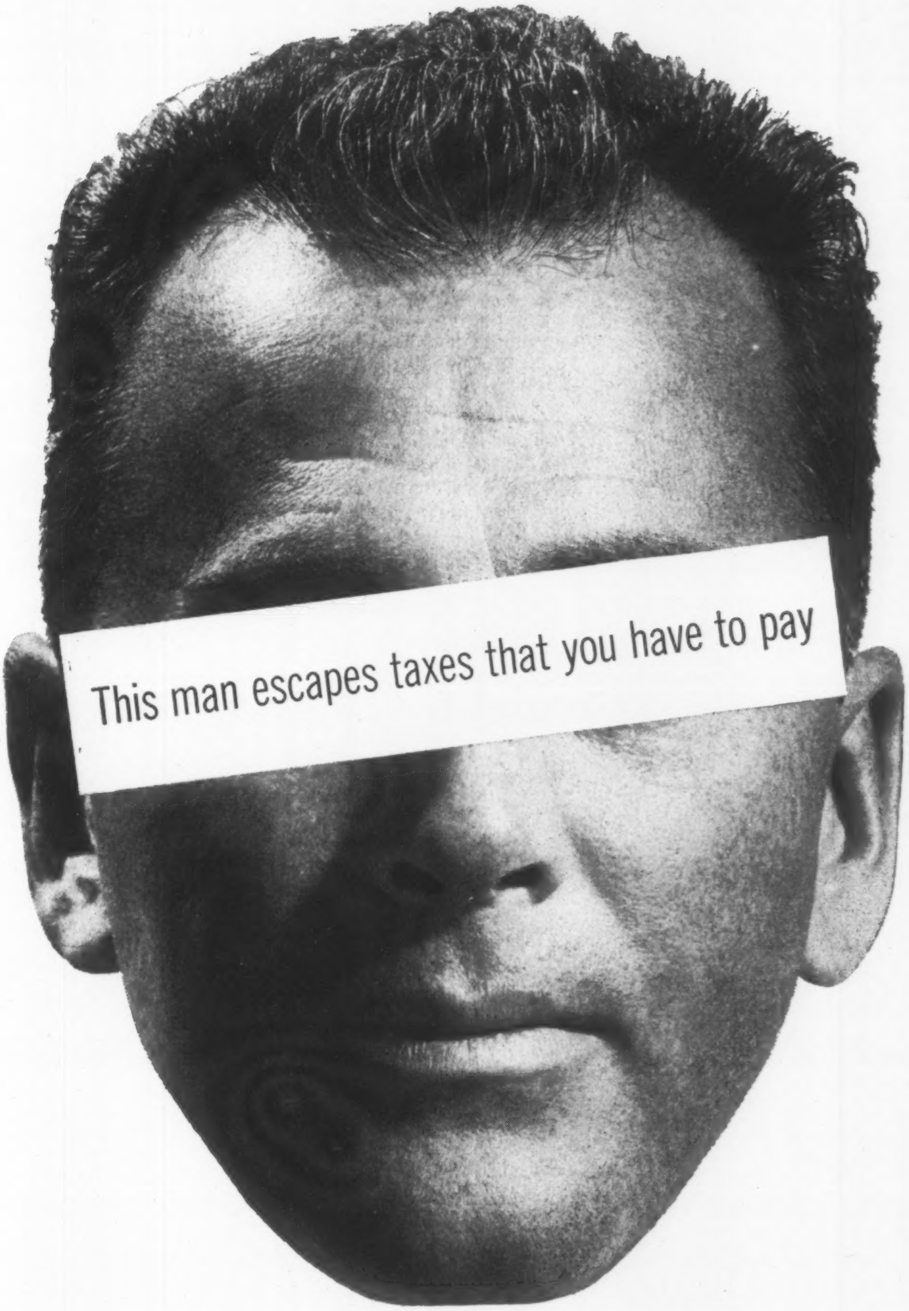
Last week Russia refused to accept Richard S. O'Brien, CBS director of audio-video engineering, as a member of the delegation. A Soviet delegation is expected to come to the United States later this year. The Soviet action was described in Washington as part of that government's continuing battle against CBS. On Oct. 8, CBS newsman Paul Niven was ordered out of Moscow.

Other members of the U. S. cultural exchange delegation are Ralph Harmon, Westinghouse Broadcasting Co. engineering vice president; Jerry Danzig, NBC radio network programming vice president; Ralph Cohn, president of Screen Gems; Mike Wallace, ABC interviewer, and Dr. Burton Paulu, U. of Minnesota.

Cuba Bars Traveling Salesmen

Radio and television stations and other media in the United States are now prohibited from soliciting advertising in Cuba through unauthorized personnel. Legislation to that effect became effective Oct. 6, it was announced last week by Media International Inc., New York and Havana.

Media International, which represents various media, has made a study and translation of the law, which is obtainable from the company, 45 W. 45th St., New York 36, N. Y. Company officials explained that U. S. media may not secure advertising from a Cuban company through representatives or sales personnel on flying trips there, unless the selling is done by persons who are members of the College of Advertising Professionals in Cuba. Media International spokesmen said it is believed that few, if any, Americans qualify for solicitation, since requisites for certification include study in specific courses at the Cuban college.


This man escapes taxes that you have to pay

He's not dishonest—or doing anything illegal. But present federal laws give him and many other people an unfair tax advantage over you and most Americans.

Here's how:

About 23 cents out of every dollar you pay for electricity goes for taxes. But under present tax laws, several million families and businesses escape paying most of the taxes in their electric bills that you pay in yours. They are people whose electricity comes from federal government electric systems. Unlike you, these people pay *no* federal taxes at all and little or no state or local taxes in their electric bills.

What's more, the taxes they escape have to be made up by other people—including *you!*

Most Americans believe everyone should pay his own fair share of taxes. How do *you* feel about it?

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES*

*Company names on request through this magazine

In Fort Wayne
the nation's No. 1
test market
use

WANE
Fort Wayne

CBS Represented by Petry

A CORINTHIAN STATION
KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis

QUAD-CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.

U. S. MAY GET A LOOK

The United States can expect occasional programming of "outstanding merit" from the Eurovision system of broadcasting in Europe and this source promises to be a more fruitful one in the days still to come.

This analysis was offered by Ted Rogers, NBC-TV staff producer, who has returned from an eight-week trip to study Eurovision. Mr. Rogers noted that the 11 countries in the Eurovision hookup were holding a meeting in Wiesbaden, Germany, this month and one of the proposals before it was an NBC-TV request for production of several programs to be carried on the network.

Mr. Rogers, who was accompanied on his visit by NBC-TV staff writer Harold Azine, was asked by the network to survey the programming potentialities of Eurovision for U.S. television and to provide technical assistance and information to European producers, when requested. Since Mr. Rogers was executive producer of NBC-TV's *Wide Wide World* for more than a year, he was able to offer suggestions on lighting and production techniques for the type of programming in which Eurovision is particularly interested.

Mr. Rogers pointed out that Eurovision programming is not scheduled on a regular basis and there is "no particular pattern" of programming. There is no extensive preparation for coverage of a particular event, he said, and members might have only a few days' notice that a program is available.

The quality of Eurovision programming is "uneven," Mr. Rogers acknowledged, and much of it would not be appropriate for U.S. audiences. On the other hand, Eurovision sometimes comes up with "superb programming." He mentioned a New Year's Eve program last year from various nations, a French underwater origination and various programs from the Brussels Fair.

NBC-TV's proposal to the Eurovision conference in Wiesbaden, according to Mr. Rogers, calls for the system to produce a group of programs of 60 or 90 minutes in length and including *Europe After Dark, Europe on a Sunday Afternoon, Children of Europe* and *Challenge to Humanity*, an inspirational show. A segment of this latter program would be produced by NBC-TV from churches in the U.S., Canada and Mexico. Mr. Rogers stressed that no payment would be made by NBC-TV for initial "experimental" programs.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

MR. GLADNEY

NORMAN GLADNEY, formerly v.p., director and plans board member of Reach, Yates & Matoon (now Reach, McClinton), N. Y., named director of television and radio, Calkins & Holden, N. Y. For past year, Mr. Gladney has headed his own marketing consultant firm and had been acting in consulting capacity with C&H. Mr. Gladney from 1950-56 was director of tv and radio sales promotion, Bulova Watch Co.

MARTIN SAMIT, NBC Radio advertising coordinator, announced his resignation to devote fulltime to his activities as director of Consumer Behavior Labs, N. Y., formed to offer advertisers and agencies creative research services on socio-psychological problems in marketing and advertising.

RAYMOND A. ROBINSON, research director of Foote, Cone & Belding, Los Angeles, elected v.p.-director of research.

MR. GENGE

WILLIAM H. GENGE, account supervisor of Ketchum, MacLeod & Grove Inc., Pittsburgh, elected v.p. of agency. Mr. Genge, who joined KM&G in 1953, was previously in advertising department of Gulf Oil Corp., Pittsburgh.

PETER HELLER, assistant v.p. of Institute for Motivational Research, appointed director of international relations for IMR. Mr. Heller will coordinate Institute's operations now covering 11 countries in North America, Europe and North Africa.

ALBERT W. FLOR JR., previously with Campbell-Ewald in Detroit, to Erwin Wasey, Ruthrauff & Ryan's Los Angeles office as senior account executive.

EARL COLLINS, previously v.p. of Gordon & Hempstead Inc., Chicago, to Tatham-Laird Inc., same city, as group copy supervisor. **JOHN WILSON**, formerly commercial writer-producer at Gardner Adv., St. Louis, also to T-L as group copy supervisor.

GEORGE C. MEAD, formerly copywriter at Earle Ludgin & Co., Chicago, to Reach, McClinton & Co., same city, as account executive and copywriter.

PATRICK CONNOLLY, with experience in appliance business on both agency and advertiser levels, named account executive on RCA Victrola at Kenyon & Eckhardt, N. Y.

ROBERT B. CONROY appointed account executive on Plymouth Div. of Chrysler Corp. tv account at Grant Adv. Inc., Chicago.

NORMAN C. WIDENHOFER, assistant manager of WGL Ft. Wayne, Ind., in charge of programming, to Willis S. Martin Co., Ft. Wayne advertising agency as assistant account executive and consultant in radio and tv planning and programming, effective Nov. 3.

HARRY ALLEVA, formerly with Arthur Murray as advertising manager, to William Warren, Jackson & Delaney, N. Y., as agency's radio-tv production director.

SAUL GRUBSTEIN, former CBS art director, most recently with Gore/Smith/Greenland, to executive art director, Hicks & Greist Inc., N. Y.

LUCIAN R. BLOOM, formerly media manager, Cunningham & Walsh, N. Y., and before that with Kenyon & Eckhardt as Detroit media director and as media supervisor at K & E's New York office, to Ted Bates, N. Y., as assistant media supervisor.

EDWARD R. BOSLEY, formerly creative director at Lennen & Newell, San Francisco, appointed copy

NOTICE TO EDITORS—For more than 30 years, Metropolitan Life has sponsored advertising messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Why do diabetic doctors live longer than other diabetics?

Anyone who develops diabetes can take hope from the personal experiences of doctors who have the disease. They have proved that by strict adherence to treatment, they can live almost as long and as actively with the disease as without it.

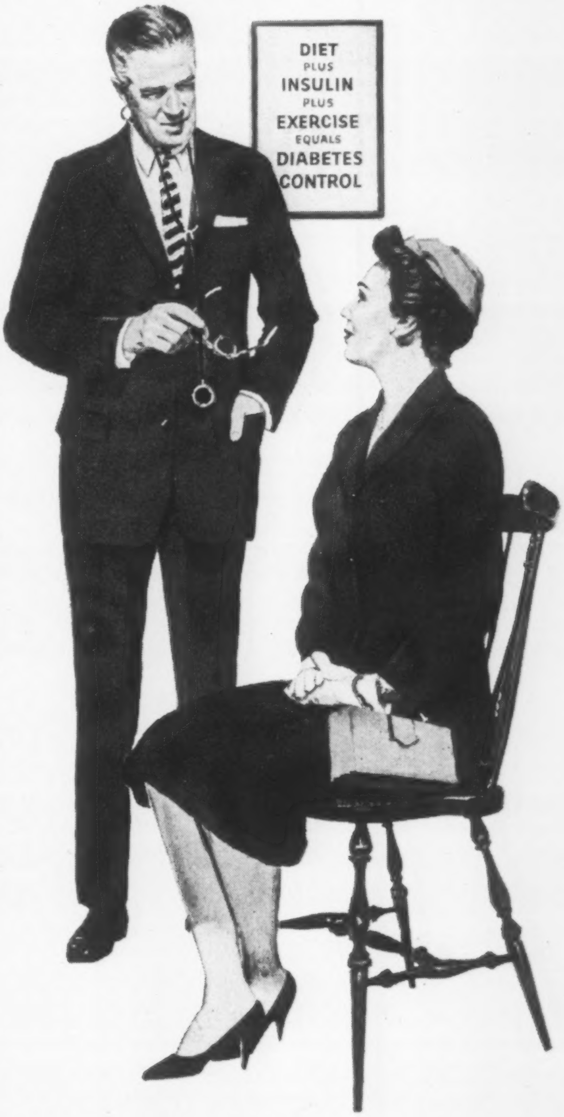
When mild diabetes is discovered early, it can often be controlled by diet alone, or by diet and exercise. In other cases, a combination of insulin, diet and exercise may be required.

New compounds, taken by mouth, appear to be beneficial in selected cases, usually those who have mild diabetes which developed after age 40. Their use, however, requires strict medical supervision . . . and their true place in diabetes treatment awaits further study.

Anyone at any age can develop diabetes, but your chances of doing so are increased . . . *if you are overweight; if diabetes has occurred in your family; if you are between the ages of 40 and 65.*

Today, about one million people in our country have diabetes and are getting treatment. Another million Americans have the disease, but are completely unaware of it. This is because diabetes, early in its course, causes no noticeable symptoms, and may not until it is well advanced.

So, everyone should have periodic health examinations, including simple tests for diabetes. And no one should delay seeing the doctor if any of the following common symptoms of diabetes should occur . . . *weight loss despite constant hunger and excessive eating, increased fatigue during normal activities, excessive thirst and frequent urination.*



If diabetes is found, the usual reward for obedience to the doctor's orders is added years of comfort and of life. Doctors know this . . . and that is why those of them who have diabetes live longer than other diabetics.

COPYRIGHT 1958—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company
(A MUTUAL COMPANY)
1 MADISON AVENUE, NEW YORK 10, N. Y.

ORDER NOW!

the
all-new
632-page
authoritative
more complete than ever

BROADCASTING

*1958 Yearbook issue**

"the one-book library of television and radio information"

46 separate directories indexing the world of broadcasting

- tv stations
- am stations
- fm stations
- educational stations
- networks
- sales representatives
- advertising agencies
- associations
- services
- government
- schools

plus—

market data, billings, ratings, programs, talent, historical facts—all arranged and indexed for instant reference

station listings by state and city show executive personnel, network, power, frequency or channel; separate directories by call letters, frequencies, newspaper and group ownership

- limited number available at $4.00 per copy

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Circulation Department
1735 DeSales Street, N.W.
Washington 6, D. C.

*published every September as 53rd issue of BROADCASTING—The Businessweekly of Television and Radio

PEOPLE CONTINUED

supervisor in Compton Adv.'s San Francisco division.

CHERIE LEE, formerly Edward H. Weiss & Co., copy chief, and most recently on creative staff of Earle Ludgin & Co., both Chicago, joins creative staff of McCann-Erickson, Chicago.

WILLIAM BENT, formerly tv writer and account executive for R. Jack Scott, Chicago, to Chicago staff of Bozell & Jacobs Inc. as copywriter.

STEPHEN M. SALONITES, formerly director of tv sales development, Katz Agency, to New York sales staff of American Research Bureau.

SYLVIA CANADAY, formerly sales promotion and publicity director at Johnston Inc., Dallas, to Erwin Wasey, Ruthrauff & Ryan Inc., Chicago, as public relations assistant. **LINDEN CHILES,** broadcast specialist for Armed Forces Radio & Tv Service, returns to EWR&R Chicago office as assistant producer.

L. G. (GARRY) PASKUS, formerly editor and publisher of *Westchester* (N. Y.) *News,* to E. J. Ade & Co., N. Y., creative staff

ELI GORDON, vp. in charge of production and traffic for J. Walter Thompson Co., N. Y., appointed head of 1958-59 Advertising-Executives Division drive on behalf of Federation of Jewish Philanthropies.

KENNETH J. WARD, v.p. at J. Walter Thompson Co., Chicago, named chairman of public relations division of Chicago Heart Assn.'s annual fund drive.

MR. CHAPPERON

HARRY CHAPPERON, 56, public relations director of Emil Mogul Co., New York., died Oct. 18 following heart attack at his Roslyn Heights, L. I., home. Long identified with Park & Tilford (Schenley Industries), cosmetics and Tintex accounts—air media users —Mr. Chapperon joined Mogul in 1956 when it absorbed Storm & Klein Inc., of which Mr. Chapperon was v.p.

FILM

MR. KIERMAIER

JOHN W. KIERMAIER, formerly business manager of Independent Television Corp., N. Y., promoted to assistant to president of ITC. Mr. Kiermaier was formerly with NBC-TV as director of administration, NBC news and special affairs, administrative coordinator, NBC Film Div. and administrative sales manager, also in NBC Film Div. ITC was organized this summer by Jack Wrather Organization, Beverly Hills, Calif., and Associated Television Ltd., London.

LEN LEVY, formerly executive producer at Kling Film Productions, Chicago, named to head newly-opened Chicago office of Robert Lawrence Productions.

ROBERT S. ALTSHULER, publicity-promotion director, Prestige and Riverside Records, to director of advertising-publicity, United Artists Records Inc., wholly-owned subsidiary of United Artists Inc.

HERMAN BARTEL, formerly v.p. and visual editorial director of *The American Home* magazine, to Hartley Productions Inc., N. Y., motion picture producers, as associate producer.

PAUL HARRISON, formerly director at Desilu Productions, Hollywood, has joined Screen Gems Inc., Hollywood, as executive producer.

DOMINICK DUNNE, program executive at CBS-TV, will join 20th Century-Fox Television Nov. 1 as producer to create future tv series. He will have charge of screening plots, hiring writers and otherwise creating and developing new video program series. After their acceptance Mr. Dunne will serve as executive producer for these new series.

HARVEY VICTOR, formerly with Official Films, N. Y., as northeast sales representative, appointed account executive in New England area for Jayark Films, N. Y.

CECIL SEAVEY joins western sales staff of Screen Gems and will headquarter in Denver.

NETWORKS

ARTHUR M. OKUN, formerly with CBS Radio as sales service representative, appointed account executive with Mutual.

EDGAR PETERSEN, former producer of *Climax* and for past four months in London supervising production of *The Invisible Man* tv film series for CBS, named executive producer of CBS-TV in Hollywood.

RICHARD COOGAN, Marshal Matt Wayne of NBC-TV's *The Californians,* has been named chairman of tv star committee for Arthritis and Rheumatism Foundation. Mr. Coogan is making personal appearance tour of children's hospitals in connection with 10th annual "Fight Arthritis" campaign.

STATIONS

MR. REBER

JACK REBER, executive coordinator of Cascade Broadcasting Co., promoted to assistant general manager of Cascade, headquartering in Yakima, Wash. Mr. Reber was director of NBC Spot Tv and Radio Sales and prior to that was NBC Spot Tv Sales manager. Cascade is composed of KIMA-AM-TV Yakima, KEPR-AM-TV Kennewick - Pasco - Richland, KWIQ Moses Lake, KBAS-TV Ephrata, all Washington, and KLEW-TV Lewiston, Idaho.

HARVEY OLSON, WDRC Hartford, Conn., program manager for past 13 years, promoted to v.p. in charge of public relations.

MR. GUNN

JAMES GUNN, KVAN Vancouver, Wash., sales manager, promoted to station manager. Mr. Gunn has been sales manager of WTVW (TV) Tacoma, Wash., manager of KAGR Yuba City, Calif., and general sales manager of KONA (TV) Honolulu.

CHUCK STEWART, formerly account executive with WTIX New Orleans, named general manager of WRBC Jackson, Miss. Other WRBC appointments: **MIKE HUNTER,** previously with KBOX Dallas, to air personality and promotion manager; **ROBERT Q. SMITH,** formerly with WDSG Dyersburg, Tenn., to air personality and public service director; **JIM TOWNSEND,** previously with WDSG to air personality, and **NICK STEVENS** to account executive.

WHEN THEY SAY YOU'VE COMMITTED
LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Be ready with our unique
INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

MR. STEWART

FRANK STEWART, formerly co-owner and manager of KTXN Austin, Tex., appointed manager of KPRC Houston. **JACK McGREW** continues as manager of KPRC-TV and assistant general manager for entire operation. Mr. Stewart was previously with Wilheim, Laughlin & Wilson advertising agency and once headed his own agency.

MR. SHROPSHIRE

BEN SHROPSHIRE, formerly in sales at KIMA-TV Yakima, Wash., named station manager of KLEW-TV Lewiston, Idaho, replacing **W. K. THOMAS,** resigned to set up tv-radio agency in Spokane, Wash. Both stations are part of Cascade Broadcasting Co., which also includes KEPR-TV Pasco and KBAS-TV Ephrata, both Washington.

RONALD J. KAHN, formerly with McLendon Stations in executive capacity, named director of sales for KYA San Francisco, Bartell Family station. Other KYA appointments: new account executives include **CHARLES W. JOHNSON,** former sales manager of KVSM (now KOFY) San Mateo, Calif., and **GARY GARLUND,** former sales manager of KSFO San Francisco. **WILLIAM C. JONES,** previous program director of Bartell's Eastern Div., to similar job at KYA. **JAMES SPARROW,** previously program director of KRUX Glendale, Ariz., named assistant program director and chief announcer. **SEAMUS O'HARA** transfers from WOKY Milwaukee. **MARK ADAMS,** formerly chief of Denver news department of Intermountain Network, appointed news director. **ROBERT ANDERSON,** formerly with WQXR New York, named director of merchandising, promotion and publicity. **MISS NORMA ROBINSON,** previously with NBC in San Francisco and Los Angeles, appointed administrative assistant to general manager.

JULES L. MAYEUX named sales manager of WBRZ (TV) Baton Rouge, La., replacing **GUY CORLEY**.

CHARLES S. COOPER, formerly sales manager of WMVA Martinsville, Va., to WFLB Fayetteville, N. C., in similar capacity.

JACK BROWN, formerly with KOBY San Francisco, to KROW Oakland, Calif., as assistant general sales manager.

BERNARD HIRSCH, formerly eastern advertising manager, *Gentlemen's Quarterly, Esquire* publication, to WXIX (TV) Milwaukee as account executive.

WES BOWEN to KNOB (FM) Long Beach, Calif., as program director, replacing **DAVE LARSON,** going on active duty with Marine Corps.

CARL H. WESSER named chief facilities engineer for WWJ-AM-FM-TV Detroit. **OLIN J. LAPHAM** appointed WWJ-AM-FM chief studio engineer and **LEO E. RYMARZ** to WWJ-TV studio engineering supervisor.

JOHN HINKLE named chief accountant of WISN-AM-TV Milwaukee, replacing **JOSEPH SERGIO,** to devote full time to duties as stations business manager.

JOHN SMITH, KTRH Houston director of news, elevated to director of local sales. **DAN RATHER** moves up from newscaster to director of news.

TOM B. HAWKINS, formerly with Coca-Cola Co. in Baltimore, to KGFJ Los Angeles as public relations director.

ROBERT BUNNELL, sports director, KACE Riverside, Calif., has joined KFXM San Bernardino, Calif., as head of its new Riverside office. **MRS. JAN DE LOE,** formerly with Gage, Booth and West Adv. Agency, Beverly Hills, Calif., has joined Riverside sales staff of KFXM and will also serve as station's women's director.

PAT McGUINNESS, newscaster at KFWB Los Angeles, joins news bureau of KNX Los Angeles-CBS Radio Pacific Network Nov. 10. **PAUL UDELL,** newswriter-editor previously in public relations work in Chicago and Beverly Hills, Calif., becomes KNX-CRPN staffer today (Oct. 27).

DONALD BATTING, formerly with WFAH Alliance, Ohio, as news editor, to WICE Providence, R. I., as assistant news editor, replacing **WILLIAM T. STEFFY,** resigning to become city editor of *Alliance Review*.

LEONARD M. ZELICK, formerly news specialist and announcer for WFBG-AM-TV Altoona, Pa., named news editor of WBZ-WBZA Boston-Springfield, Mass.

JAMES L. SNYDER, KDKA Pittsburgh news director, adds duties as assistant program manager.

EUNICE SCHNEIDER, formerly with WFBR Baltimore as continuity director, joins WBAL-AM-TV Baltimore as promotional assistant.

JAMES L. MILLER, formerly with WQED (TV) Pittsburgh, named commercial coordinator for WTVN (TV) Columbus, Ohio.

BETTY FARBER, freelance radio-tv producer and publicitor, named coordinator of WCFL Chicago's *Bob Elson at the Pump Room* show and also to handle station's publicity.

WILL PITTENGER, Northwest Schools, Portland, Ore., graduates to KDIX-TV Dickinson, N. D., as floor manager. Other Northwest graduates and their placements: **CARL H. WENZEL** to WMBV-TV Marinette, Wis., working on floor, camera and as director; **JOHN MILLER** to floor director at WFLA-TV Tampa, Fla.; **ROBERT CYPHERS** to KICA-TV Clovis, N. M., as sales representative, and **PETER WOOLEY** to KKEY Vancouver, Wash., as sales representative.

FRED FISCHER, formerly at WLWC (TV) Columbus, Ohio, in sales, to WATE (TV) Knoxville, Tenn., sales department.

CHRISTOPHER DRAKE, formerly district manager for Capitol Records, to WILD Boston sales staff.

JERRY LIPMAN, previously account executive with WCOL Columbus, Ohio, to WCAR Detroit sales staff.

ROBERT LEWIS, formerly at KAMO Rogers, Ark., to KODE Joplin, Ark., in sales department.

CLETE ROBERTS, KTLA (TV) Los Angeles newscaster, has left on reporting trip which will take him around world. Stops at Paris, Rome, Baghdad, New Delhi, Tokyo and Honolulu are planned as well as trips to other news-making capitals of world.

JOSEPH LEEMING, formerly public relations director of WHCT (TV) Hartford (which has suspended operations), named to information services department of CBS-TV Stations, assigned to CBS-TV Film Sales.

ALAN HERBERT, previously in charge of tv relations for Air Materiel Command's public information office at Wright-Patterson AFB, to WHIO Dayton, Ohio, as news reporter-caster.

ART CURLEY, formerly announcer-m.c. with WCBM Baltimore, to WJBR (FM) Wilmington in similar capacity.

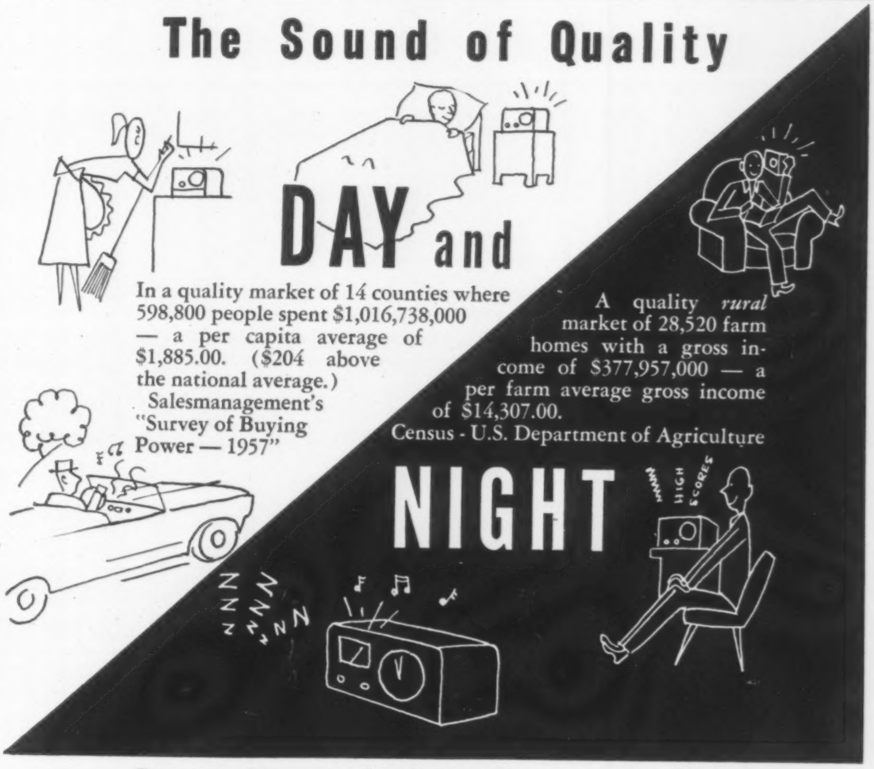
BILL JOHNSON, formerly with WOCH North Vernon, Ind., as news director, to WMTL Leitchfield, Ky., as air personality.

BOB FRIEND, Pittsburgh Pirates' star pitcher, signed by KDKA Pittsburgh to host weekly 15-minute Saturday program about baseball.

JOHNNY GRANT, KMPC Los Angeles d.j., notified by Dept. of Defense of acceptance of his offer to tour military installations in Far East with his "Operation Starlift" during coming holiday season. Mr. Grant and his 17 member entertainment unit will leave U. S. Dec. 15 and return Dec. 31.

JOE O'NEILL joins WWDC Washington as head of record library.

J. E. O'NEILL, president-owner of O'Neill Broad-



The Sound of Quality

DAY and

In a quality market of 14 counties where 598,800 people spent $1,016,738,000 — a per capita average of $1,885.00. ($204 above the national average.)
Salesmanagement's "Survey of Buying Power — 1957"

A quality *rural* market of 28,520 farm homes with a gross income of $377,957,000 — a per farm average gross income of $14,307.00.
Census - U.S. Department of Agriculture

NIGHT

For over 35 years the Quint-Cities' senior station

(Davenport and Bettendorf, Iowa — Rock Island, Moline and East Moline, Illinois)

WOC RADIO NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

Tri-City Broadcasting Co., Davenport, Iowa

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

casting Co. (KJEO-TV Fresno, Calif.), named to Fresno State College advisory board.

PROGRAM SERVICES

PAUL MAMORSKY named sales v.p. of Plandome Productions Inc., N. Y., recently-established firm specializing in musical scores for radio-tv shows and commercial jingles.

ALEX LESLIE, formerly with Modern Teleservice, appointed national coordinator of Bonded Tv Film Service, Philadelphia.

RALPH PORTER joins Van Praag Productions, N. Y., as producer-director. First assignment is Ed Sullivan-Mercury spots.

REPRESENTATIVES

MR. WEEKS

MR. ALSPAUGH

PAUL R. WEEKS, v.p. of H-R Representatives Inc. and H-R Television Inc. announces his retirement effective today (Oct. 27). **JAMES ALSPAUGH,** manager of H-R's San Francisco office, elected v.p. Mr. Alspaugh's previous experience includes KYA San Francisco, KJBS San Francisco and John Blair & Co., same city.

WILLIAM P. PIPHER, formerly sales manager of WTVH (TV) Peoria, Ill., joins Edward Petry & Co. as midwestern manager for radio, effective Nov. 3, replacing **JOHN ASHENHURST,** promoted to assistant to executive v.p.

LUANNE FALK, formerly with CBS Television Film Sales Inc., to Chicago staff of Barry-Grafman & Assoc., tv program and sales representative firm, as public relations and publicity assistant.

PROFESSIONAL SERVICES

ROBERT J. POLINGHORN, formerly director of publicity and public relations at Dresser's Mfg. Div., Bradford, Pa., appointed account executive in Public Relations Counselors Div. of Vic Maitland & Assoc., Pittsburgh.

ELISHA GOLDFARB, Mutual Radio general counsel since 1950, and **WILLIAM M. REGAN,** RKO Teleradio and WOR-AM-TV New York general counsel, have joined with **LOUIS POWELL,** experienced in tax law, and **PAUL J. QUINN,** specialist in motion picture law, to form law firm for general practice. Called Regan, Goldfarb, Powell & Quinn, firm is located at 1270 Avenue of Americas, N. Y.; telephone: Judson 6-5322.

MAX LEVINE resigns as public relations director and radio-tv time-buyer for Ritter-Lieberman Inc., Allentown, Pa., advertising agency, to open his own public relations agency in Allentown at 137 N. 7th St.

MANUFACTURING

MR. BROUGH

WALTER L. BROUGH, formerly with Hercules Motors Corp., Canton, Ohio, as executive v.p., named manager of manufacturing division of ORRadio Industries Inc., Opelika, Ala. Mr. Brough was previously with Timken Roller Bearing Co., Canton, and was also chief engineer of Union Drawn Steel Div., Republic Steel Corp.

G. W. TUNNEL, formerly merchandise manager, test and measuring equipment, RCA Industrial Electronics Products Div., to manager, broadcast systems and shop repair service sales, technical products service, RCA Service Co., Camden, N. J.

DR. PHILIP N. HAMBLETON, previously with Sylvania Electric Products and Philco Corp., named supervisor of research and development of tubes, CBS-Hytron, Danvers, Mass.

JOHN E. JOHNSON, formerly marketing v.p. for datamatic division, Minneapolis-Honeywell Regulator Co., named manager of marketing department, RCA electronic data processing division.

MR. DRISCOLL

HAROLD F. DRISCOLL, formerly with Bell & Howell Co., Chicago, in marketing consumer products section, appointed advertising manager of Zenith Radio Corp., Chicago [AT DEADLINE, Oct. 13]. Mr. Driscoll began his business career as retail salesman and store manager for Iowa Furniture Co., Belle Plaine.

GORDON W. JOHNSON, formerly senior project engineer for Research Inc., Minneapolis, appointed director of engineering at Pacific Magnetic Corp., Romoland, Calif.

MR. ADAMS

ROBERT ADAMS, former executive in sales, engineering and manufacturing with such firms as Bendix Radio, RCA and General Electric, to Packard-Bell Electronics Corp. as manager of eastern operations. Mr. Adams, to headquarter in Washington, D. C., replaces **COMMODORE A. J. SPRIGGS,** USN (Ret.) P-B v.p. now on loan to U. S. Dept. of Commerce as adviser to director, electronics division [PEOPLE, Oct. 20].

KENNETH C. MORITZ resigns as export sales manager for Philco's government and industrial products to join Semiconductor Div. of Raytheon Manufacturing Co. (Waltham, Mass.) as sales manager.

R. H. BENEDICT JR. named field sales manager and **A. T. MASTERS** appointed manager of product evaluation of Ramset Fastening System, Olin Mathieson Chemical Corp., N. Y. Mr. Benedict had been assistant field sales manager, Mr. Masters assistant manager of product evaluation.

TRADE ASSNS.

GEORGE COMTE, general manager of WTMJ Milwaukee, named to Radio Advertising Bureau board of directors, by bureau's executive committee. Mr. Comte, member of RAB's plans committee for past two years, replaces **DONALD W. THORNBURGH,** who resigned from board with sale of WCAU Philadelphia. Mr. Comte is also director of Journal Co., owner of *Milwaukee Journal*, which in turn owns WTMJ-AM-TV.

EDUCATION

CLOID WADE, formerly studio supervisor, WUNC-TV Chapel Hill, N. C., named production associate. **G. RICHARD HESS,** former cameraman, named to succeed Mr. Wade. Changes in WUNC-TV engineering section: **JACK C. PENN,** assistant engineer for Chapel Hill studio; **ROBERT RABB,** formerly with WAIM-TV Anderson, S. C., to transmitter engineer, and **PEARLY MODLIN,** formerly with WFLB-TV Fayetteville, N. C., to kinescope engineer. **JAMES E. STUDDIFORD,** with WUNC-TV for two years as scenic designer, lighting director and producer-director, promoted to director of special projects.

GOVERNMENT

FRANK MARX, ABC v.p. in charge of engineering, and **RAYMOND F. GUY,** NBC senior staff engineer, left Oct. 18 on six-week tour to inspect worldwide facilities of Voice of America. Mr. Marx and Mr. Guy, both members of broadcast advisory committee of U. S. Information Agency, plan to evaluate ability of Voice facilities to meet "challenge of the Communist barrage." Their itinerary will include Lisbon, Tangier, Madrid, London, Munich, Athens, Rhodes, Salonika, Colombo (Ceylon), Singapore, Hong Kong, Manila and Honolulu.

Meet Me in St. Looie—Looie

Sales Promotion — Audience Promotion — Merchandising — Publicity — Public Relations — Competitive Media Promotion — Trade Paper Advertising —

These are the top subjects to be studied in depth at the third annual BPA Seminar at the Chase Hotel in St. Louis, November 16 through 19. Most of the top broadcast promotion brains in the industry will be bustin' with ideas for stations big and small, in big markets and small towns, radio and TV.

If you've got a stake in broadcast promotion, you'll want to meet us at the Chase.

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TEAR-OFF COUPON AND MAIL

Mr. William E. Pierson
Broadcasters Promotion Assn.
190 N. State Street
Chicago 1, Illinois

BPA

Please reserve .... places for me at the BPA Seminar at the Chase Hotel, St. Louis, Missouri, November 16 through 19. My check is enclosed for full registration—$35.00.

....

I will make my own hotel reservation.

EACH of the "suspects" in the lineup above was interrogated by a KIMA-TV Yakima, Wash., "detective" in a special half-hour show promoting the Cascade station's "Fall Lineup." Taking its cue from the CBS-TV program *The Lineup,* KIMA-TV climaxed its fall promotion as 10 girls, depicting programs from all three networks, appeared one by one to "spill" the time, day and theme of the show each represented. On another set the girls were quizzed further on program highlights by another "detective." Earlier KIMA-TV program promotions included on-air announcements, remote telecasts, lobby displays and a booth at the Central Washington Fair.

UN's Role in World Affairs Told in Broadcasters' Series

Commemorating United Nations Day Friday (Oct. 24), the first in a series of 26 quarter-hour programs entitled *Dateline: UN* was telecast on 60 stations in the U. S. The series, being produced by the newly-formed United States Broadcasters Committee for the United Nations, is designed "to give the American viewing audience an understanding in depth of the role which the UN has assumed in world affairs." While avoiding live news, "because networks and stations are doing an excellent job in this area," the series will aim to "supply a graphic interpretative background for current developments."

Committee headquarters are located at 422 Madison Ave., New York, office of Frederick Kugel, *Television* magazine, committee chairman. P. A. (Buddy) Sugg, NBC, is vice chairman, and David C. Moore, Transcontinent Television Corp., is secretary-treasurer. Executive committee members include: Roger W. Clipp, Triangle Publications; R. E. Dunville, Crosley Broadcasting Corp.; Harold Grams, KSD-TV St. Louis; Jack Harris, KPRC-TV Houston; Donald McGannon, Westinghouse Broadcasting Corp.; C. Howard Lane, KOIN-TV Portland; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; James G. Riddell, ABC; J. S. Sinclair, WJAR-TV Providence; George Storer Jr., Storer Broadcasting Co.; Robert D. Sweezey, WDSU-TV New Orleans; E. K. Wheeler, WWJ-TV Cleveland; George Whitney, KFMB-TV San Diego.

Working with the broadcasters on production of the series are the following principals in the United Nations Radio and Visual Services Div.: Frank Passigli, deputy director; William Henson, chief of UN television; Mavor Moore, production; Arnold Rabin, associate producer-director; Michael Hayward, chief of operations.

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS

50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405

ALL INQUIRIES CONFIDENTIAL

Group Discussions to Follow WMAL-TV's 'Talk Back' Series

A television program designed to help people solve their own problems is scheduled for the first and third Sundays of each month at 12:30 p.m. on WMAL-TV Washington, D. C. Entitled *Talk Back,* the program is part of the *This We Believe* series and will start Nov. 2.

The experimental format of the new series includes a 12-minute dramatic sketch filmed in Hollywood to present a basic problem, a 15-minute televised panel of qualified persons discussing the problems, and discussion groups around tv sets to continue after the show concludes each Sunday. The viewer groups are being organized by churches and community agencies.

Talk Back is filmed by the Methodist Television Ministry; released through the National Council of Churches, and produced locally through the Dept. of Radio and Television of the Council of Churches, National Capital Area.

KDKA Inaugurates Disc Clinic

Representatives of Pittsburgh record distributors have been invited to audition their latest releases with KDKA Pittsburgh music programming personnel in a new system of Monday night "Record Clinics," Program Manager Guy S. Harris has announced.

Under the clinic plan disc jockeys and record men will exchange ideas, give opinions and bring each other up to date on what listeners are requesting and what customers are buying, Mr. Harris said. Because of the constant rise in the number of records produced, KDKA expects to improve programming through discussions of the records. Record companies are not restricted to bringing in their releases on Monday evenings, Mr. Harris pointed out.

WHB Puts Check Artists on Run

A program that broadcasts the names and modes of operation of known bogus check artists is credited by Kansas City police and businessmen as being "one of the greatest strides taken in years to help stamp out the menace of these criminals," according to WHB Kansas City. Entitled *Check-Alert,*

WELCOME TO
THE
"Tops in Towers"
CLUB

WISK ST. PAUL, MINN.
added 5 towers for 6 tower array. Completed July 1958.

WHYL CARLISLE, PENNA.
2 tower directional array. Completed August 1958.

WLST ESCANABA, MICH.
3 tower directional array. Completed Sept. 1958.

WFGM FITCHBURG, MASS.
3 tower directional array. Completed Sept. 1958.

KLIF DALLAS, TEXAS
4 tower directional with overhead counterpoise. Completed Sept. 1958.

KOCS ONTARIO, CALIF.
3 tower directional array with overhead counterpoise. Completed Aug. 1958.

WFKB KEY WEST, FLA.
3 tower offshore directional under construction.

WGOK MOBILE, ALABAMA
2 tower directional 50# towers. Completed Oct. 1958.

UTILITY TOWER COMPANY
Box 7022
OKLAHOMA CITY, OKLA.

WHB's twice-daily program also broadcasts the description and numbers of stolen checks to make identification easier if presented for payment. WHB quoted one police official who said "[WHB] is accomplishing in minutes what might take us years to do. It's just not humanly possible for us to call all merchants in time to catch these phonies."

WEEI Probes Creative Expression

Exploration of the creative personality, its problems and methods, is the subject of the series, *The Creative Way*, which started its second season on WEEI Boston Oct. 17, 9:30-10 p.m. The programs feature guest "creators" who discuss the birth of their ideas, obstacles they had to surmount in producing their works and general principles which may aid others who seek insight and creative expression. Moderator of the series is Dr. Kenneth D. Benne, director of the Boston U. Human Relations Center, who also is producing the series with Mitzie Kornetz, radio and tv editor of the Boston U. News Bureau.

Welcome Wagon Introduces KROC

KROC-AM-TV Rochester, Minn., hitched a promotion campaign to Welcome Wagon Service Inc., whose hostesses present letters and gifts to newcomers, new parents and newly engaged girls. In addition to introducing the stations in a friendly fashion, Welcome Wagon hostesses also do valuable survey work during their calls, KROC-AM-TV reports. All questions are asked before the KROC letter and gift are presented, and before the individual is aware that KROC is a Welcome Wagon sponsor.

Stars Plug NTA Films on Tour

Coincident with the start of the NTA Film Network programming schedule, the first of a series of nation-wide personal appearances by stars of the shows began this month. The first unit consisted of Lori Nelson, Merry Anders and Barbara Eden of *How to Marry a Millionaire*, and they are being followed by Patty Ann Gerrity and her dog Hector of *This Is Alice*, and John Conte of *Tv Hour of Stars*. The appearances are scheduled in more than a dozen major cities throughout the country.

WLW Farm Radio Survey Released

Peak radio listening periods by farm families are from 6 to 8 a.m., again around noon and in early evening about 6 p.m., according to a farm radio survey report sponsored by WLW Cincinnati for distribution to advertisers and agencies. Radio listening habits and programming preferences in the WLW coverage area are analyzed in the report prepared by the American Advertising Service, Cincinnati. Survey results are based on 1,126 returns from farm residents out of a total of nearly 22,000 questionnaires mailed to rural route boxholders in April and May. 67% of total survey respondents reported that they usually listen to WLW.

Kiwanis Plans Tv Week Salute

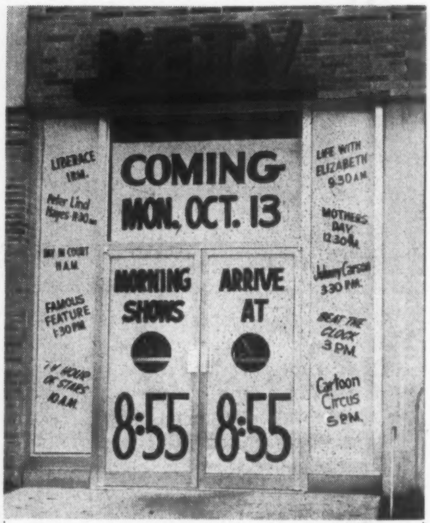
National Television Week (Nov. 16-22) is being saluted this year by Kiwanis International, which has prepared kits to help local Kiwanis clubs pay tribute to the television stations of their community. Each kit contains letters from Harold E. Fellows, president of NAB, Kenneth Loheed, president, Kiwanis International, and O. E. Peterson, Kiwanis International secretary. Also included are fact sheets, "how-to-do-it" sheets on presenting a National Television Week program, and two sample press releases. Kiwanis clubs are urged to emphasize this year's special-week slogan, "Nothing brings it home like television."

WBAL Animals Court Clients

WBAL Baltimore is currently promoting its "Full Range Programming" through the use of colorful animal paper cutouts in a series "from the zoo to you."

Among the animals thus far distributed are the "Rubberneckus-Newzus," which "Eats choice news morsels—provided by Maryland's largest radio new staff;" and the "Mastodonic Kilocyclus," which is an "amiable ambulatory giant" travelling "over all of Maryland, all of Delaware and parts of Pennsylvania, Virginia and West Virginia." Each of these cutout animals, which resemble an oddly colored giraffe and elephant, respectively, come mounted in trophy-like fashion suitable for hanging on the wall. Each is supposed to represent some of the advantages of WBAL.

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1



KETV (TV) OMAHA took advantage of its floor-to-ceiling lobby windows facing well-traveled Douglas St. to announce an additional 3½ hours of air time, Monday through Friday, and a new lineup of daytime shows. The billboards were displayed prominently on all the front and side windows of the lobby. KETV's full-time operation includes the new daytime shows of ABC-TV, of which KETV is a basic affiliate, and NTA Film Network programming, Eugene S. Thomas, station vice president and general manager, said.

In an "8:55 Baby" contest, more than 125 prizes were awarded the couple whose child was born closest to the new Oct. 13 starting time.

Hoops Announce WWDC Rating

In letters to advertisers and agencies last week WWDC Washington asked "What's all this hoopla?" With small plastic hoops attached, the letters announced that the station has placed first in Washington in share of total radio audience rating for the month of September, according to Pulse Inc. WWDC's reported percentage is 19.3. The letter explains that just as chubby ladies slim down with hoops . . . so WWDC was supplied with hoops in case it's "considered fat and sassy" with its No. 1 rank.

S.F. Agency Visitor Bears Gifts

San Francisco agency rating authorities were treated to gifts delivered by Miss Bennie Morgan (39-22-36), theme girl of *Fabulous Features* movies on KPIX (TV) San Francisco. Dressed in a swim suit, Miss Morgan visited the city's agencies and tv columnists to present products donated by sponsors of the Sunday evening movie program.

Best Letter Wins KTIX Contest

KTIX Seattle, Wash., listeners who completed the sentence, "I like KTIX because . . ." in 25 words or less had as an incentive the chance to win a four-day, all-expense paid vacation for two persons in San Francisco. The final winner will be chosen from a list of weekly winners in the contest, which closed Oct. 15. The best entry each week has received a record album of the winners' choice. Judges selected from Seattle advertising agencies will choose the best letter submitted by the weekly winners.

WWJ Describes Selling Service

"RadioVision," a colorful brochure highlighting WWJ Detroit's advertising-merchandising service at Detroit's Northland and Eastland shopping centers, has been distributed to agency executives and Peters, Griffin, Woodward Inc. sales representatives. The four-page brochure illustrates the display space available to WWJ advertisers at the station's two permanent remote studio locations in the shopping centers. WWJ personalities Bob Maxwell, Dick French and Jim DeLand originate broadcasts twice daily from the glass-enclosed remote facilities.

Susskind Hosts WNTA-TV Program

Well-known television producer David Susskind is featured as host on a weekly, interview program, *Open End,* which had its premiere last Tuesday (Oct. 14) on WNTA-TV Newark, N. J., starting at 11 p.m. An unusual aspect of the program is that Mr. Susskind may stay on the air as long as he chooses. The format of the program involves interviews with provocative individuals. The first program was a remote from New York's Chinatown and spotlighted guests associated with the new Broadway production, *The World of Suzie Wong.*

KBIG Offers Flight to Paris

A vacation flight for two over the North Pole to Paris is first prize in a contest designed for agency personnel by KBIG Avalon, Calif. Tied in with the station's fall "refreshing sound" promotion campaign, the competition requires the completion in 15 words or less the statement "KBIG—as refreshing as. . . ." The contest was announced in a direct mail campaign to advertising agencies utilizing giant two-and-one-half-foot postcards. The winner's flight is arranged with Scandinavian Airlines.

MEN WHO READ
BUSINESSPAPERS
MEAN BUSINESS
ABP

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

Models Introduce WTAR 'Blend'

Two 6-ft. models representing WTAR Norfolk recently visited Norfolk advertising agencies and sponsors to hand out cards which read "Look—I'm full size . . . Listen—WTAR's new programming is too! Have you tried 790 this week?" The station's restyling of its programming to what it calls "Full Size" was adopted, WTAR announced, on the theory that independents offer only local service and networks offer only general service, but WTAR's concept presents a "perfected blend of both."

WWRL Issues Negro Market Report

WWRL New York is distributing to its clients a six-page monograph on various aspects of the structure of New York's Negro market. The report breaks down the distribution of the population by county; analyzes such things as the Negro birth rate as compared to that of the white population; breaks down population into age groups, etc. A similar report on New York's Spanish-Puerto Rican population also will be issued by the station.

Contest Marks WOHO Milestone

A fourth anniversary promotion contest at WOHO Toledo, Ohio, which garnered more than 200,000 entries, offered week-long Miami Beach vacations for the winner and a companion and duplicate prizes for the owner or manager of the store in which the contestant had submitted his entry. WOHO sold spot packages to participating advertisers and supplied them with entry blanks, window banners, cards and deposit boxes. The station utilized on-air promotion with break spots and advertiser tags during the September offer.

WCSH-TV to Telecast Debate

The outdoor patio studio of WCSH-TV Charleston, W. Va., tonight (Oct. 27) will be the scene of a telecast debate on *The Issues of 1958,* with four senatorial candidates participating. Republican Sens. Chapman Revercomb and John D. Hoblitzell will discuss the issues with their Democratic opponents Robert C. Byrd and Jennings Randolph. An old-fashioned torch-light political parade through the streets of downtown Charleston will precede the debate, which is scheduled from 7:30 to 8:30 p.m.

WNHC-TV Extends News Coverage

The use of three local newscasters on overseas assignments for world-wide news coverage has been inaugurated by WNHC-TV New Haven, Conn., announced General Manager Edward D. Taddei. The newscasters who will travel to the world's news centers to cover headline stories for WNHC-TV and the other Triangle Stations are all with WFIL-TV Philadelphia. They are Gunnar Back, director of news and special events, John Raleigh, director of newscruiser operations, and Allen Stone, reporter. Mr. Raleigh recently presented audio reports direct from Taipei, Formosa.

NOW AVAILABLE!

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PROMOTION PROGRAM

For Information
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WVET RADIO

ONLY Station In The Nation That Gives TOP VALUE Stamps!
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THE
AMPEX 351
WITH ALL NEW ELECTRONICS
SEE YOUR **AMPEX** DEALER

AMPEX CORPORATION
professional products division

854 Charter Street
Redwood City
California

Pre-Dawn Tv Spots Rocket Sales

"Will tv spots sell at 3:30 a.m.?" To the surprise of WSPA-TV Spartanburg, S. C., and local advertisers the unheard of idea worked effectively during the station's live coverage of the Cape Canaveral launching of the "Pioneer" rocket to the moon. WSPA-TV promoted several times on station-breaks the preceding evening that it would offer some "unheard of values" during its "Moonshoot" coverage. With one station break spot and two 60-second adjacencies, advertisers sold 15 ladies' coats, 11 pairs of jeans, three electric trains and other merchandise, the station reported. The advertisers had instructed their sales people not to offer the particular merchandise used on "Moonshoot" at the advertised price unless the prospective buyer mentioned the word "Moonshoot" voluntarily, as they were asked to do by the commercial announcer.

WPIX (TV) Produces Hitler Film

An hour-long documentary film, *The Private Life of Adolph Hitler,* has been produced by William Cooper, film manager of WPIX (TV) New York and Walter Engels, the station's news director, for showing on WPIX at a date to be announced shortly. The station said that much of the footage never before has been shown on tv, and includes sequences on the fall of Berlin shot by Russian combat cameramen.

The program is the station's second venture into the documentary field, preceded by *The Russian Revolution,* telecast last April, which has been syndicated to other markets in the country. WPIX is beginning work on another special film show project, *The Secret Life of Eva Peron.*

Houston Income in KNUZ Brochure

Results of a Pulse survey are being released by KNUZ Houston in a brochure designed to enable advertisers to determine the spendable income and audience composition of the area's radio stations. Using *Sales Management* and A. C. Nielsen Station Index figures, KNUZ estimates its share of the Houston market.

Station Authorizations, Applications

As Compiled by BROADCASTING

Oct. 16 through Oct. 22

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Lakewood Center, Wash.—Clover Park School District #400—Granted ch. *56, ERP 23.4 kw vis., 12.6 kw aur., ant. 160 ft. P.O. address % T. O. Hageness, 5214 Steilacoom Blvd., Tacoma, Wash. Announced Oct. 22.

Existing Tv Stations

ACTION BY FCC

WCTV (TV) Thomasville, Ga.—Granted waiver of Sec. 3.652 (a) to permit WCTV to identify itself as **Tallahassee, Fla.,** as well as Thomasville. Announced Oct. 22.

Translators

Spencer Area Television Inc., Spencer and Spirit Lake, Iowa—Granted cp for three new tv translator stations—two to serve **Spirit Lake** on chs. 75 and 77 to translate programs of **KTIV** (ch. 4) **Sioux City,** and one to serve **Spencer** on ch. 83 to translate programs of **KELO-TV** (ch. 11) **Sioux Falls, S. D.** Announced Oct. 22.

New Am Stations

ACTIONS BY FCC

Spokane, Wash.—Christian Services Inc.—Granted 1330 kc, 5 kw D. P.O. address Box 81, Spokane, Wash. Estimated construction cost $43,715, first year operating cost $66,575, revenue $91,364. Owners are **Roger L. Stensland, Norman H. Huff, Everett J. Armstrong, Gordon Paul, Larry Anderson** and **Arnold Van Dyke.** This is non-stock corp., each owner has one vote. Mr. Stensland is in books and church supplies; Mr. Huff is attorney; Mr. Armstrong is in drugs; Mr. Paul is in auto electric service; Mr. Anderson is in hardware; Mr. Van Dyke is cpa. Announced Oct. 22.

Tomah, Wis.—Jack L. Goodsitt—Granted 1460 kc, 1 kw D. P.O. address 818 Empire Bldg., Milwaukee, Wis. Estimated construction cost $27,279, first year operating cost $42,000, revenue $55,000. Mr. Goodsitt, sole owner, is attorney. Announced Oct. 22.

APPLICATIONS

Blythe, Calif.—Riverside Bcstg. Co., 1380 kc, 500 w D. P.O. address Route 1, Box 479, Blythe. Estimated construction cost $15,000, first year operating cost $30,000, revenue $40,000. Motel and ranch owner **James S. Kipp,** owns 60%; **James W. Gardner,** chief engr., Imperial Bcstg. System, owns 40%. Announced Oct. 16.

West Covina, Calif.—Robert Burdette & Assoc., 900 kc, 500 w D. P.O. address 108 N. McCadden Place, Los Angeles. Estimated construction cost $38,500, first year operating cost $48,000, revenue $60,000. Owners are Mr. Burdette, sole owner of **KOWL Bijou-Lake Tahoe, Calif.,** 52%, and **L. Paul Resnick,** physician, and **Edward Resnick,** cameraman with KTLA (TV) Los Angeles, each 24%. Announced Oct. 16.

Tampa, Fla.—Tanmark Bcstg. Co., 810 kc, 1 kw unl. P.O. address % Dale D. Mahurin, 605 Southern National Bldg., Little Rock, Ark. Estimated construction cost $48,000, first year operating cost $120,000, revenue $145,000. **Southern National Insurance Co.,** 50.98% owner of applicant, also owns 85.66% of **KVLC Little Rock** and 50.99% of **KIKS Sulphur, La.** Announced Oct. 16.

Boise, Idaho—John B. Klukkert, 860 kc, 1 kw D. P.O. address 176 Winema Way, Medford, Ore. Estimated construction cost $12,508, first year operating cost $42,000, revenue $75,000. Mr. Klukkert, sole owner, is in construction. Announced Oct. 17.

Winston-Salem, N. C.—Harry A. Epperson Sr., 1550 kc, 5 kw D. P.O. address Ararat, Va. Estimated construction cost $40,000, first year operating cost $42,500, revenue $48,800. Mr. Epperson, sole owner, also owns **WBRG Lynchburg, Va.,** and cp for am stations in **Plymouth, N. C.,** and **Lawrenceville, Va.** Announced Oct. 21.

Hudson Falls, N. Y.—Ralph N. Romano, 1350 kc, 1 kw D. P.O. address 47 Coleman Ave., Hudson Falls. Estimated construction cost $16,732, first year operating cost $52,000, revenue $72,800. Mr. Romano, sole owner, is with WWSC Glens Falls, N. Y. Announced Oct. 16.

Waco, Tex.—Radio Bcstrs. Inc., 940 kc. 1 kw D. P.O. address % D. B. Kultegen, 804 Medical Arts Bldg., Waco. Estimated construction cost $49,880, first year operating cost $106,730, revenue $110,000. Owners are **Harlon Fentress** of Newspapers Inc. and **Wilton Lanning,** in sporting goods (25% each), wholesale auto supply man **Joe L. Ward Jr.** (16.67%), and others. Announced Oct. 16.

Existing Am Stations

ACTIONS BY FCC

KJEF Jennings, La.—Granted change on 1290 kc from 500 w DA-N, 1 kw-LS to 1 kw D. Announced Oct. 22.

WANN Annapolis, Md.—Granted change on 1190 kc from 1 kw D to 10 kw DA-D; engineering conditions. Announced Oct. 22.

WBFC Fremont, Mich.—Granted application to change station location to **Whitehall** (1490 kc, 250 w unl.). Announced Oct. 22.

WLBL Auburndale, Wis.—Waived Sec. 3.30 (a) of rules to permit WLBL to originate majority of its programs from studios in **Madison,** and granted application to change frequency-control equipment; engineering condition. Announced Oct. 12.

APPLICATIONS

WMMB Melbourne, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WAKE Atlanta, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WDUN Gainesville, Ga.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KGMO Cape Girardeau, Mo.—Cp to change frequency from 1220 kc to 1550 kc; increase power from 250 w to 10 kw; install directional ant. daytime and install new trans.

KDON Omaha, Neb.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of Sec. 3.28 (c) [10% Rule].)

WINE Kenmore, N. Y.—Mod. of license to change studio location to 13 South Cayuga St., Amherst, N. Y., and station location from Kenmore to Amherst (1080 kc).

WSLB Ogdensburg, N. Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WFNC Fayetteville, N. C.—Cp to change frequency from 1390 kc to 940 kc; increase daytime power from 5 kw to 10 kw; change from employing DA-2 to DA-N; make changes in nighttime directional ant. system; make changes in ground system and install new trans.

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WBBW Youngstown, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WESC Greenville, S. C.—Cp to increase power from 5 kw to 10 kw (daytime), install directional ant. daytime and new trans.

WTHE Spartanburg, S. C.—Cp to increase nighttime power from 250 w to 1 kw and install new trans.

WBAC Cleveland, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WIGM Medford, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

New Fm Stations

ACTIONS BY FCC

Topeka, Kan.—Charles Axton—Granted 100.1 mc, .760 kw. P.O. address Box 538, Topeka. Estimated construction cost $7,250, first year operating cost $6,000, revenue $9,000. Sole owner Mr. Axton, also owns **KTOP Topeka.** Announced Oct. 22.

Westerville, Ohio—Otterbein College—Granted *91.5 mc, 10 w. P.O. address % Dr. James Grissinger. Announced Oct. 22.

Existing Fm Stations

ACTIONS BY FCC

WHFM (FM) Rochester, N. Y.—Granted SCA to engage in functional music operation on multiplex basis. Announced Oct. 22.

KTWT-FM Tacoma, Wash.—Granted SCA to engage in functional music operation on multiplex basis. Announced Oct. 22.

Ownership Changes

ACTIONS BY FCC

WAPX Montgomery, Ala.—Granted assignment of license to **Ralph M. Allgood** and **Grover Wise,** d/b as **The Southland Bcstg. Co. of Montgomery, Ala.** (WDNG Anniston, Ala.); consideration $125,000; conditioned that assignee dispose of all interest in notes of licensee of WRMA Montgomery, held by it prior to consummation of WAPX assignment. Announced Oct. 22.

KWIP Merced, Calif.—Granted assignment of license to **HDH Stations Inc. (Maxwell Hurst,** president); consideration $141,500. Announced Oct. 22.

KDAD Weed, Calif.—Granted assignment of cp to **John H. McAlpine** and **Jay C. Lemire,** d/b as **KDAD Bcstrs.**; consideration $6,000. Announced Oct. 22.

WSEB Sebring, Fla.—Granted assignment of cp from **George W. Fee** and **Claude C. Tillman Jr.**, to latter and **Dorothy T. Wasdon,** d/b under same name; consideration $500 by Dorothy Wasdon for Mr. Fee's 50% interest. Announced Oct. 22.

KVNI Coeur D'Alene, Idaho—Granted assignment of license to **Rex Koury** and **Howard Flynn,** d/b as **Rexard Co.**; consideration $80,850. Announced Oct. 22.

KXEL Waterloo, Iowa—Granted assignment of license to **Cy N. Bahakel (WABG-AM-TV Greenwood, Miss.; WLBJ Bowling Green, Ky.; WRIS Roanoke, Va.; WWOD Lynchburg, Va.; WKIN Kingsport, Tenn.,** and **WKOZ Kosciusko, Miss.)**; consideration $350,000 plus five-year lease for studio premises at monthly rental of $1,000 and agreement to purchase property for $150,000 prior to end of lease term with credit equal to 25% of rent paid under lease. Comr. Robert Bartley dissented. Announced Oct. 22.

WMRC Milford, Mass.—Granted transfer of control from **David M. Myers** to **WHAV Bcstg. Co.** (WHAV Haverhill, Mass.); consideration $25,000. Announced Oct. 22.

KLEC Jonesville, La.; WNAT Natchez, Miss.—Granted transfer of control from **Mrs. Laurie G.** and **Charles Everette Ratcliffe** and **Mrs. Edna R. Lambert** to **W. S. Perkins**; consideration $39,100. Announced Oct. 22.

KGMO Cape Girardeau, Mo.; KCOB Newton, Iowa—Granted (1) transfer of control of KGMO from **Richard C. Brandt, William M. Bryan** and **Eddie Erlbacher** to **William C.** and **John J. Brandt** and (2) assignment of license of KCOB from **Richard C.** and **William C. Brandt, William M. Bryan** and **Eddie Erlbacher** to **Richard C. Brandt**; rearrangement of ownership through transfer and sale of stock. Announced Oct. 22.

WSEN Baldwinsville, N. Y.—Granted relinquishment of positive control by **Robert L. Stockdale** through surrender of stock subscription and issuance of stock to himself (41½% interest), **Donald C. Menapace** (25⅙%), and **James A. Lowery Jr.** (newcomer, 33⅓%); consideration involves payment into corporation of $10,000 by Mr. Stockdale and Mr. Menapace, proportioned to their interests, and $10,000 by Mr. Lowery. Announced Oct. 22.

KUIK Hillsboro, Ore.—Granted assignment of license to **George I. West, James L. Dennon, John P. Gillis** and **Donald F. Stellges,** d/b as **KUIK Bcstrs.**; consideration $62,500. Announced Oct. 22.

WKTF Warrenton, Va.—Granted transfer of negative control from **Rountree Productions Inc.**, and **Mrs. Ruth Montgomery** to **Harry Wismer**; consideration $32,000. Announced Oct. 22.

APPLICATIONS

WXAL Demopolis, Ala.—Seeks acquisition of negative control (50%) of licensee **(Demopolis Bcstg. Co.)** by **W. P. Thielens** (interest in **WJBB Haleyville** and **WPBB Jackson,** both **Alabama)** through transfer of stock from **T. H. Gaillard Jr.** to satisfy debt. Announced Oct. 22.

WHIP Foley, Ala.—Seeks assignment of license from **Ala.-Gulf Radio Inc.** to **Southwest Ala. Bcstg. Co.** (licensee of **WBCA Bay Minette, Ala.)** for $45,000. **James H. Faulkner,** 60% owner of purchaser, owns *Baldwin* (Ala.) *Times.* Announced Oct. 17.

KBAB El Cajon, Calif.—Seeks transfer of control (75%) of licensee **(Balboa Bcstg. Corp.)** from **University Motors, Snowflake Baking Co., Kinrok Co.** and **A. W. Carey** to **Dandy Bcstg. Co.** for $204,000. Purchaser also owns **WPEO Peoria, Ill.,** and **WQEO Albuquerque, N. M.** Announced Oct. 17.

KVFM (FM) San Fernando, Calif.—Seeks assignment of cp from **Walter Gelb** and **Ted Bolnick** d/b as **Valley Fm Bcstg. Co.** to **San Fernando Valley Bcstg. Co.** Messrs. Gelb and Bolnick retain positive control, but nine new stockholders added. Announced Oct. 22.

WRWH Cleveland, Ga.—Seeks relinquishment of negative control of permittee **(Newsic Inc.)** by **Donald J. Stewart** and **William C. Strange** (each holding 50%) through sale of one-third to **George R. Wilkes** for $333. Each will own one-third. Announced Oct. 22.

WLAW Lawrenceville, Ga.—Seeks assignment of cp from **Eathel Holley, Leslie E. Gradick Jr.** and **Stephens B. McGarity,** d/b as **Radio Gwinnett** to **Radio Gwinnett Inc.** Corporate change. No control change. Announced Oct. 17.

WAIN Columbia, Ky.—Seeks transfer of control (50.7%) of licensee **(Tricounty Radio Bcstg. Corp.)** from **S. C. Bybee** to **Lindsey Wilson College** for $22,000. Purchaser, non-profit institution, already owns 16.3%. Announced Oct. 22.

WGLC Centerville, Miss.—Seeks transfer of control of licensee **(Southern Bcstg. Co.)** from **James Dowdy, Don Partridge** and **Paul D'Antonio** to **Frederick A. W. Davis** (90%), **Mrs. Davis** (5%)

TODAY AND TOMORROW (27-28) RAY HAMILTON and JACK MAURER will attend the NAB Management Meeting at the Statler-Hilton Hotel in Washington, D. C.

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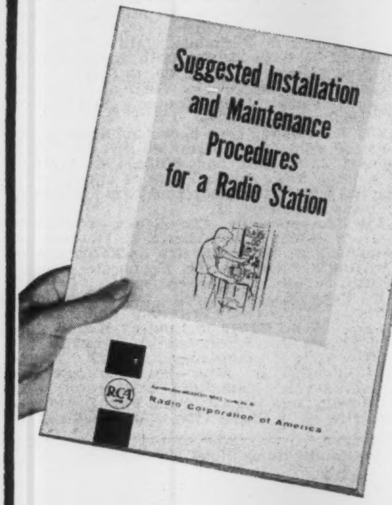
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and **Mrs. J. M. McCraine** (5%) for $25,000. Mr. Davis is head of Pensacola Dons Inc. Mrs. McCraine is with WGLC. Announced Oct. 17.

KLRS Mountain Grove, Mo.—Seeks assignment of license from **Kickapoo Prairie Bcstg. Co.** to **KLRS Bcstg. Co.** Corporate change. No control change. Announced Oct. 22.

KXLO Lewistown, Mont.—Seeks assignment of license from **Central Montana Bcstg. Co.** to cattleman **Asger Mikkelson** for $100,000. Announced Oct. 16.

WDLA Walton, N. Y.—Seeks relinquishment of negative control of licensee **(Del. County Bcstg. Corp.)** by **E. Ogden Bush** and **Elmer J. Kellam** through transfer of one-third of corporation stock to **Michael J. Cuneen**, station gen. mgr. No consideration involved. After approval each will own one-third. Announced Oct. 17.

WHGB Harrisburg, Pa.—Seeks acquisition of positive control of licensee **(Kendrick Bcstg. Co.)** by **Herbert Kendrick** (present 50% owner) through purchase of remaining 50% from **Triangle Publication Inc.** for $75,000. Announced Oct. 21.

WTRB Ripley, Tenn.—Seeks assignment of license from **Shelby McCallum, Smith Dunn** and **L. B. Fuqua,** d/b as **Lauderdale Bcstg. Co.,** to Messrs. McCallum and Dunn and **John L. Stewart** d/b under same name. Mr. Stewart is purchasing Mr. Fuquas one-third interest for $8,000. Announced Oct. 16.

KEBE Jacksonville, Tex.—Seeks assignment of license from **KEBE Inc.** to **Wells, Waller & Ballard Inc.** for $75,000. **Ray H. Wells** and **William D. Waller** were with Magnolia (Ark.) Bcstg. Co. **John E. Ballard** is independent oil operator. Announced Oct. 17.

KPLT Paris, Tex.—Seeks assignment of license from **North Star Bcstg. Co.** to **Ron Litteral of Paris Inc.** (owner of **KGKB Tyler, Tex.)** for $70,000. Announced Oct. 16.

KPEP San Angelo, Tex.—Seeks assignment of license from **David P. Pinkston** and **C. H. Treadway** d/b as **Concho Bcstg. Co.** to Mr. Pinkston as sole owner. Mr. Pinkston (now 75% owner) acquires Mr. Treadway's 25% in payment of $4,000 debt. Announced Oct. 22.

KDXU St. George, Utah—Seeks assignment of license from **Jeanette B. Arment** tr/as **St. George Bcstg. Co.** to **Roy C. Winkelmann,** former gen. mgr. of KCAL Redlands, Calif., for $45,000. Announced Oct. 17.

KLUX Evanston, Wyo.—Seeks assignment of license from **BBH Enterprises Inc.** to **Franke McDole Enterprises Inc.** for $25,500. **Walter Francke,** physician, and **Robert H. McDole,** who has done radio work in Montana, each own 44%. **W. V. Moore,** attorney, owns 12%. Announced Oct. 21.

Hearing Cases

INITIAL DECISION

Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of **L & B Bcstg. Co.** for new am station to operate on 1320 kc, 500 w DA, D, in **Hemet, Calif.** Announced Oct. 16.

OTHER ACTIONS

By memorandum opinion and order, Commission granted petition for review of hearing examiner's ruling filed by **Eastern States Bcstg. Corp.** and permitted that company to amend its application for new tv station to operate on ch. 6 in **New Bedford, Mass.,** to reflect resignation of **Charles W. Steadman** and correct errors in computing stock interests of two stock subscribers, but denied that portion relating to selection of **Alfred Morton** as director. Comr. Bartley not participating. Application is in consolidated hearing with similar applications of Wilson Bcstg. Corp., E. Anthony & Sons Inc., and New England Television Co.

By memorandum opinion and order, Commission granted petitions by **Alfred Ray Fuchs** (KTJS), **Hobart, Okla.,** and **Joseph S. Lodato, Santa Rosa, N. M.,** to remove their am applications from consolidated hearing, and return them to processing line. Issues have been resolved by dismissal of application of **Garrison-Huntley Enterprises** for new am station in **Lubbock, Tex.** (KTJS seeks increase in power from 250 w to 1 kw, continuing operation on 1420 kc D; Lodato seeks new station on 1420 kc, 1 kw D.) Announced Oct. 22.

By memorandum opinion and order, Commission denied petition by **KBR Stations Inc.** to enlarge issues in proceeding on its application for new am station to operate on 1010 kc, 1 kw D, in **Keene, N. H.,** and that of **Kenneth E. Shaw** seeking same facilities in **Newport, N. H.**; struck Shaw reply to KBR reply. Comr. Bartley not participating. Announced Oct. 22.

By memorandum opinion and order, Commission granted motion by **Pan American Radio Corp.** and enlarged issues in proceeding on its application for new am station to operate on 1600 kc, 1 kw D, in **Tucson, Ariz.,** and that of **Vernon G. Ludwig** seeking same facilities in **Benson, Ariz.,** to determine facts relating to applications filed by Mr. Ludwig for am station in Benson and Wickenburg. Announced Oct. 22.

By memorandum opinion and order, Commission acted as follows on pleadings in proceeding on am applications of **Fox Valley Bcstg. Co., Geneva, Ill., Radio Wisconsin Inc.** (WISC), **Madison, Wis.,** and **Logansport Bcstg. Corp., Aurora-Batavia, Ill.,** involving 1480 kc: (1) struck July 3 reply to Fox Valley; (2) denied petitions to file additional pleadings by Logansport on May 26 and June 27, by Broadcast Bureau, May 28, and by Fox Valley, June 6; (3) struck pleadings filed with those petitions; (4) denied Fox Valley, May 19 petition for review of hearing examiner's ruling, and (5) denied March 20 petition of Fox Valley for enlargement of issues except to extent of adding two new issues relating to financial qualification and sufficiency of funds of Logansport. Comr. Bartley issued concurring statement. Announced Oct. 22.

Commission scheduled oral argument for Nov. 20 on application of **Ben Hill Bcstg. Corp.** for mod. of cp to change trans. location and ant. system of station **WBHB Fitzgerald, Ga.** Announced Oct. 22.

Ralph Luke Walton, Indianapolis, Ind.—Designated for hearing application for new am station to operate on 800 kc, 250 w D; make WAKY Louisville, Ky., party to proceeding.

Frank James, Redwood City, Calif.; San Mateo Bcstg. Co., San Mateo, Calif.—Designated for consolidated hearing applications for new Class B fm stations to operate on 107.7 mc.

Routine Roundup

By notice of proposed rule making and orders to show cause, Commission invites comments by Nov. 21 to proposal by **WREC Bcstg. Service** (WREC-TV, ch. 3-minus), **Memphis, Tenn.,** to change offset carrier requirements for ch. 3 from minus to even at Memphis, and **Louisville, Ky.,** and from even to minus at **Harrisburg, Ill.**; ordered WREC-TV, WAVE Inc. (WAVE-TV, Louisville, and **Turner-Farrar Association** (WSIL-TV), **Harrisburg,** to show cause why their authorizations should not be modified accordingly. Comr. Lee dissented. Announced Oct. 22.

By letter, Commission further waived Sec. 3.651 (c) and granted request of **Bay Area Educational Television Assn.** (KQED, ch. *9), **San Francisco, Calif.,** for six months extension of authority to rebroadcast, on weekly basis, stereophonic concert program of KPFB (FM) Berkeley. Comr. Bartley dissented. Announced Oct. 22.

ACTIONS ON MOTIONS

By Judge Horace Stern, Presiding Officer, on October 14

Accepted stipulations entered into by parties and submitted on Oct. 14 in Miami tv ch. 10 proceeding, closed record, briefs to be filed by Nov.

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SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Oct. 22

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,258	41	101	565
FM	681	29	103	68
TV (Commercial)	428[1]	80[2]	110	101

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Oct. 22

	VHF	UHF	TOTAL
COMMERCIAL	427	81	508[3]
NON-COMMERCIAL	27	8	35[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Sept. 30

	AM	FM	TV
LICENSED (all on air)	3,258	536	428[1]
CPs ON AIR (new stations)	32	25	78[2]
CPs NOT ON AIR (new stations)	101	98	110
TOTAL AUTHORIZED STATIONS	3,391	659	665
APPLICATIONS FOR NEW STATIONS (not in hearing)	449	39	49
APPLICATIONS FOR NEW STATIONS (in hearing)	108	29	52
TOTAL APPLICATIONS FOR NEW STATIONS	557	68	101
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	381	24	42
APPLICATIONS FOR MAJOR CHANGES (in hearing)	43	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	324	24	58
LICENSES DELETED	0	1	2
CPs DELETED	2	0	2

---

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

3; scheduled oral argument for Nov. 17 at 11 a.m. with each party being allowed one-half hour.

By Chief Hearing Examiner James D. Cunningham on dates shown

Granted motion by St. Anthony Television Corp., for extension of time for filing proposed findings of fact and conclusions from Oct. 20 to Oct. 27 on its application for new tv station to operate on ch. 11 in Houma, La. Action Oct. 20.

Dismissed with prejudice am application of Columbia River Bcstrs., and retained in hearing status L. Berenice Brownlow, both St. Helens, Ore.; pending motion by Brownlow to default Columbia application is dismissed as moot. Action Oct. 21.

By Hearing Examiner Jay A. Kyle on Oct. 20

On own motion, ordered that hearing will be resumed on Oct. 24 in proceeding on Evansville Television Inc., to show cause why authorization for WTVW Evansville, Ind., should not be modified to specify operation in ch 31 in lieu of ch. 7.

Granted motion by WSBC Bcstg Co. for continuance of date for exchange of exhibits in affirmative case from Oct. 20 to Nov. 3 on its application and that of Electronic Music Co. for fm facilities in Chicago, Ill.

By Hearing Examiner H. Gifford Irion on October 20

Granted petition by Plough Bcstg. Co., for additional time to file proposed findings in proceeding on am application of Town and Country Radio Inc., Rockford, Ill.; final date for such filing is extended from Oct. 15 to Oct. 20.

By Hearing Examiner Thomas H. Donahue on October 20

On own motion, ordered that five days after release of order, unless objection is filed by parties, transcript of record of Sept. 26 prehearing conference is corrected in various respects in Eugene, Ore., tv ch. 9 proceeding.

By Hearing Examiner Forest L. McClenning on October 20

Scheduled prehearing conference for 2 p.m., Oct. 29, on applications of Cookeville Bcstg. Co., and Carthage Bcstg. Co., for am facilities in Cookeville and Carthage, Tenn.

By Chief Hearing Examiner James D. Cunningham on dates shown

Hearing scheduled for Oct. 17 was continued indefinitely in proceeding on Evansville Television Inc. to show cause why authorization for WTVW Evansville, Ind., should not be modified to specify operation on ch 31 in lieu of ch. 7. Action Oct. 17.

Scheduled hearings in following am proceedings on dates shown: Dec. 8—Jeannette Bcstg. Co., Jeannette, Pa., and Carnegie Bcstg. Co., Carnegie, Pa.; Dec. 10—Central W. Va. Service Corp., Weston, W. Va., and Clarksburg Bcstg. Corp., Clarksburg, W. Va.; Dec. 12—Irving Braun (WEZY) Cocao, Fla.; Dec. 16—Cherokee Bcstg. Co., Centre, Ala. Actions Oct. 16.

Granted motion by Marshall County Bcstg. Co., Arab, Ala., for continuance of hearing scheduled for Oct. 20 to a date to be specified by the Examiner in proceeding on its am application and that of Walter G. Allen, Huntsville, Ala. Action Oct. 17.

By Hearing Examiner J. D. Bond on Oct. 17

Scheduled hearing for Jan. 6 in proceeding on am application of Donald W. Huff and Equitable Publishing Co., both Lansdale, Pa.

By Hearing Examiner Forest L. McClenning on Oct. 17

Granted request of Darwin Bcstg. Co. for extension of time from Sept. 8 to Nov. 7 to submit information specified in Sept. 8 Order in connection with proceeding on revocation of license of KHCD Clifton, Ariz.

By Commissioner Frederick W. Ford on Oct. 15

Granted petition by Capitol Bcstg. Co. for extension of time to Oct. 27 to file oppositions to petition for reconsideration and rehearing by Deep South Bcstg. Co. (WSLA, ch. 8), Selma, Ala., in proceeding on its application of mod. of cp.

By Hearing Examiner Thomas H. Donahue on Oct. 15

On own motion, advanced hearing from 10 a.m. to 9:45 a.m., Oct. 20, in proceeding on application of Pacifica Foundation, Pasadena, Calif.

By Hearing Examiner Herbert Sharfman on Oct. 16

Hearing scheduled for Nov. 10 is rescheduled for 10 a.m., Nov. 12, in proceeding on application of Jane A. Roberts (KCFI), Cedar Falls, Iowa, for station license.

By Hearing Examiner J. D. Bond on Oct. 16

Continued further hearing to 10 a.m., Nov. 19, in Vail Mills, N. Y., tv ch. 10 proceeding (Veterans Bcstg. Co. and Capital Cities Television Corp.).

By Hearing Examiner Forest L. McClenning on Oct. 15

Continued hearing scheduled for Nov. 21 to date to be fixed by subsequent order in proceeding on am application of Shelby County Bcstg. Co., Shelbyville, Ind., and Rounsaville of Cincinnati Inc. (WCIN), Cincinnati, Ohio.

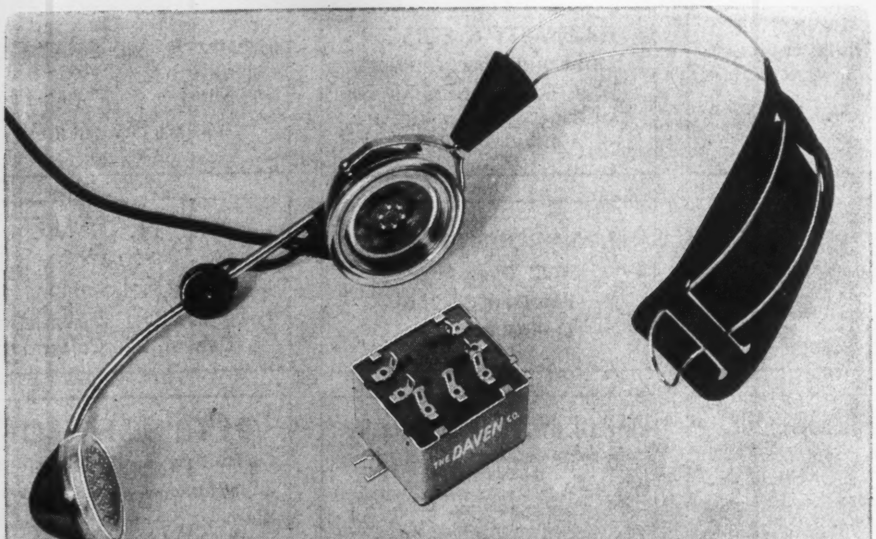
By Hearing Examiner Annie Neal Huntting on Oct. 17

Granted petition by Palm Springs Community Television Corp., and informal request by Palm Springs Translator Station Inc., for continuance from Oct. 17 to Oct. 22 to file proposed findings of fact and conclusions in proceeding on applications of Palm Springs Translator Station Inc., Palm Springs, Calif. for cps for new tv translator stations, et al.

By Hearing Examiner Thomas H. Donahue on Oct. 16

Continued hearing from Oct. 24 to Nov. 21 on

continued on page 113



New transistorized headset amplifier for TV studio communication

Daven announces a new Transistorized Interphone Amplifier, Type 90, which provides a marked improvement in studio communications. As a companion unit to the Western Electric Type 52 headset, advantages of this transistorized amplifier over the normal induction coil are:

1. A gain of 20 db.
2. Mounts directly in place of the induction coil.
3. Sidetone automatically adjusts when additional stations join the circuit. Receiver level minimizes local acoustical interference.
4. No significant increase in power consumption.
5. Permits up to 32 stations.
6. Manual control with external variable resistor, if desired.
7. Operates from 24 volt "Talk Bus" independent of polarity.

Write today for further information.

THE DAVEN CO.
LIVINGSTON, NEW JERSEY

TODAY, MORE THAN EVER, THE DAVEN Ⓓ STANDS FOR DEPENDABILITY

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Management

Manager wanted for good small market daytime radio station. Strong on sales. Prefer young family man with proven sales ability seeking first management opportunity. Salary $8,000 to $10,000, annually plus fringe benefits. Furnish detailed information in reply. Box 428G, BROADCASTING.

Quarter interest available to manager desiring to invest and manage with absentee partners. West Coast metropolitan market. Box 462G, BROADCASTING.

Sales manager for independent music and news metropolitan market. Box 472G, BROADCASTING.

Sales

Opportunity radio salesman. Salary plus commission. Good market. ABN Texas Station. Box 334G, BROADCASTING.

Western Pennsylvania—independent new station needs a sales manager who wants to become part of the community. Good money. Box 424G, BROADCASTING.

Salesman to become sales manager of suburban daytimer in West Coast major market. Confidential. Box 425G, BROADCASTING.

Salesman wanted experienced all phases of radio, who is real producer for well established independent North Carolina station. Must be sober, reliable man looking for good permanent place. Right man will have opportunity to become general manager. Send full information, including photo. Box 443G, BROADCASTING.

Aggressive young man. Also combination salesman-announcer. Box 473G, BROADCASTING.

KBUD, Athens, Texas seeking salesman with substantial small market experience including announcing. Salary $4,800.00 plus bonus.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Immediate opening for permanent salesman single station market. Prefer family man. Salary plus commission. Contact Commercial Mgr., Bob Benedict, KNCM, Moberly, Mo.

Expanding Northern California adult music-news station wants to add experienced salesman to staff. One of California's fastest growing markets and year-round recreational area. This is for the man ready to move up to management and ownership. We want the best. Salary open. Contact Doug Walker, KPAP, Redding, California.

Salesman . . . one station market . . . Salary plus commission . . . good opportunity . . . send details to WMFG. Hibbing, Minnesota.

Announcers

Opportunity for married staff announcer. Send resume. ABN Networks Texas. Box 333G, BROADCASTING.

Maryland independent wants experienced staff announcer for morning-afternoon disc shows. Box 343G, BROADCASTING.

Wanted, fast paced, bright morning man with first phone for major city in southern California. Send tape and complete background to Box 353G, BROADCASTING.

Central Pennsylvania daytimer wants a pleasant-sounding dj-announcer. Send tape, salary requirements and resume in first reply. Immediate opening. Box 373G, BROADCASTING.

Jack Davis: Anyone knowing the whereabouts of Jack Davis, negro r&b, dj, formerly worked Shreveport, Houston, St. Louis, Detroit—please write immediately. Box 434G, BROADCASTING.

Announcer, experienced and preferably with some sales ability. Position available for man who wants a secure job in a progressive and growing Smoky Mountain community in western N. C. Management possibilities, no drifters, please. Box 444G, BROADCASTING.

Morning man southeastern six station market. Station going independent offers $550 per month to right man. Send tape, photo, references first letter. Box 448G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Enthusiastic personality with first phone for aggressive, established kilowatt independent Virginia station. Send tape, resume, references. Box 452G, BROADCASTING.

Leading independent in No. 1 southeast Georgia market has opening for dependable, aggressive morning man. Good hours and fine working conditions. Start $100.00. Send audition tape, resume, and references with first letter. Box 464G, BROADCASTING.

Top dj-announcer for fast growing station, must have experience and capable in planning a well balanced music program. Top salary to right man. Box 471G, BROADCASTING.

Announcer or announcer-salesman for semi-flexible format type station in Virginia. Send resume to Box 487G, BROADCASTING.

Need 2 announcers for nighttime "Good Music" dj show. 1st class phone a must. Should be available to report to southwest U. S. approximately November 30. Rush tape, snapshot, references, financial requirements, etc. to: Box 490G, BROADCASTING.

We are looking for an all-around professional broadcaster who enjoys his work. He must have a friendly, mature voice and be believable. This is a permanent, well paid position with a major station in a large midwestern metropolitan city. The person we employ will have staff responsibilities plus a featured dj show and some news. Send complete personal and professional resume with picture and tape to Box 499G, BROADCASTING.

North Alabama. Need announcer with first phone ticket. Immediate. $60 to $85 to start. Box 502G, BROADCASTING.

Combo first phone with experience. Announcing experience either country or pop. Permanent position available immediately. 1000 watt independent. Must be experienced. Salary $100 per week. Call collect Richland, Virginia, Woodlawn 1-4066.

KBKC modern radio for Kansas City is looking for two top caliber men, a news director and an announcer. A good future with an adult programming station. If you feel you qualify, send tape, picture and full particulars to Roy Stanley, Station Manager, KBKC, Mission, Kansas.

Top Texas independent needs combination announcer-engineer for midnight to 6 A.M., six days weekly. No maintenance, must have first class ticket. Send tape or write: William Duke, KDSX, Denison, Texas.

$500 or more to the dj who can produce results. We want no high pressure or production. Must have experience and show it. Daytime operation. Send tape and resume to KDOV, P.O. Box 869, Medford, Oregon.

Wanted—staff announcer for KLOV, Loveland, Colorado. Contact Bill Vogel.

KBKC, modern radio for Kansas City has an immediate opening for a staff announcer with professional, mature delivery, plus a good background of experience. Send tape and background information to Station Manager, KBKC, Mission, Kansas.

Wanted immediately. Announcer with first phone, emphasis on announcing. Excellent opportunity with well established station. Call KOJM, Havre, Montana. Phone 1096.

Central California radio station KSBW has immediate opening for traffic-continuity-announcing. Need man with diversified copy writing experience and knowledge of radio traffic for number one station in area. Submit complete information, including sample copy for various types of accounts, photograph, and tape at 7½ rpm to KSBW Radio, P.O. Box 1651, Department D, Salinas, California.

RADIO

Help Wanted—(Cont'd)

Announcers

Staff announcer specializing news upstate CBS outlet. Send tape Dick Stewart, WENT, Gloversville, New York.

WFRL, Freeport, Illinois, is increasing staff and wishes to hire an experienced announcer for straight staff work. 48 hour week, overtime after 40 hours. Paid vacations, free insurance, straight shifts, daytime operation with chance of new man being assigned to sign-on. Write or call Bud Walters.

Announcers . . . 80 to 120 weekly . . . depending on ability. 5 days . . . 40 hours. Ideal working conditions. . . . Send tape, resume and photo to Bob Aro, WMFG, Hibbing, Minnesota.

New Jersey daytimer needs announcer with some sales experience. Tape, experience, and references. WNNJ, Newton, New Jersey.

Announcer, 1st phone. Morning shift for mid-Michigan daytimer. Music and news. Write resume with salary requirements and send tape to WOAP, Owosso, Michigan.

We're expanding and need two versatile announcers, one announcer with technical ability, another with selling experience. Good pay, excellent working conditions. Send resume and tape to Lloyd Harris, General Manager, WRPB, Warner Robins, Georgia.

Morning man with first ticket. Ideal working conditions, salary. WRUM, tel. 1057, Rumford, Maine.

Looking for a bright future with an 8-station radio-tv chain? Openings immediately for 2 top-flight experienced announcers. Need dj or newsman for number one music and news station, Wilmington, Del. Also morning man with first ticket for Indianapolis. Rush background, salary and audition tape to Tim Crow, Rollins Broadcasting, 414 French St., Wilmington, Del.

Girl dj's wanted. We need 3 attractive female dj's for pop music stations in our chain. Following are musts: Attractive, pleasing voice, over 18 and under 36, experienced in commercial air work, able to run own board, willing to travel some, available approximately November 24. Sorry, no jobs for husbands, boy friends or expectant mothers. Rush full resume, character and ability references, photo, tape, financial and other requirements to (Mr.) Connie B. Gay, Town & Country Network, Arlington, Va.

Technical

Radio operator. First class license. AM-fm transmitter experience. Eastern New York area. Send resume and salary requirements. Excellent opportunity. Box 398G, BROADCASTING.

Have immediate opening at $500.00 per month for family man who can fill chief engineer position and do good job of short announcing shift. Contact Jim Lipsey, Mgr., KNCM, Moberly, Mo.

Want a chief engineer. No announcing. Mainly preventive maintenance for 250-watter in pleasant living area of 15,000. Send resume, including salary requirements to G. P. Richards, WCEM, Cambridge, Maryland.

Chief engineer. Must do maintenance! Announcing helpful. Top pay for right man. Immediate opening. WLAS, Jacksonville, N.C.

Production-Programming, Others

Copywriter, experienced. Immediate opening. Contact Leo Jylha, WBCM, Bay City, Michigan.

Needed: Aggressive radio program director with ideas and enthusiasm; also salesman, one for radio and one for television; also man for tv audio and double in some copywriting. Business is good and we need more people. Call, wire or write Wendell Elliott, 705½ Second, Dodge City, Kansas.

Situations Wanted

Send copy for free sample production spot by Gene Bardo, Productions, WDIX, Orangeburg, S. C.

GET YOUR First Class Commercial F.C.C. LICENSE IN 12 WEEKS!

Grantham School of Electronics *specializes* in F.C.C. license preparation, teaching you either by correspondence or in resident classes. Correspondence training is conducted from Washington, Hollywood, and Seattle; also, resident DAY and EVENING classes are held in all three cities. Regardless of whether you enroll by correspondence or in a resident class, we train you quickly and well—NO previous training required. A beginner may qualify for his first class F.C.C. license in as little as twelve weeks.

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MAIL TO SCHOOL NEAREST YOU

(Mail in envelope or paste on postal card)

To: **GRANTHAM SCHOOL OF ELECTRONICS**
DESK 89-S • **Washington** • **Hollywood** • **Seattle**

Gentlemen:
Please send me your free booklet telling how I can get my commercial F.C.C. license quickly. I understand there is no obligation and no salesman will call.

Name____________________Age________

Address____________________________

City________________State____________

I am interested in: ☐ Home Study, ☐ Resident Classes

RADIO

Situations Wanted—(Cont'd)

Jock Laurence and the voices in the news. Now featured by over half a hundred radio stations coast to coast. Laurence gives you exclusive news in crisp 45 second capsules for spotting in your local newscasts. His long distance calls a.m. and p.m. daily bring your listeners from your Washington newsroom. Jock Laurence and the voices of the newsmakers themselves. You tape each informative news capsule live with your call letters. Call or write for reference stations and tape a timely audition. 1701 16th Street, N.W., Washington, D. C., ADams 2-0254 and ADams 2-8152.

Management

Louisiana man seeking job manager, small station southern states only. 32, married; available immediately. Box 368G, BROADCASTING.

Manager—sales manager nine years management and sales experience same employer. Best of industry references. Married, college. Can make small investment. Small, medium market New England. Box 421G. BROADCASTING.

Tired of the road. Management consultant seeks permanent berth. Box 440G, BROADCASTING.

Red inkers—small market specialist now booking. Reasonable—confidential—result. Box 441G, BROADCASTING.

Manager, 1st phone—prefer southwest or Rocky Mountains—prefer personal interviews. Box 447G, BROADCASTING.

Wanted job with opportunities. Small market management or sale. Employed in Texas market of 40,000, married, 6 years of experience, some managing, college graduate. First phone, active in church and community. Replies answered. Box 450G, BROADCASTING.

Sales manager, suitable for good sized market; local and national assignments. Box 485G, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 164G, BROADCASTING.

Announcers

Sports announcer football, basketball, baseball. Seven years experience. Finest references. Box 620F, BROADCASTING.

Personality-dj, strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 165G, BROADCASTING.

Girl-dj-announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 166G, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 167G, BROADCASTING.

Experienced announcer, program director, sales, prefers southern states. Married, 32. Minimum $400.00. Box 369G, BROADCASTING.

Experienced negro dj's. R&B or religious. Prefer work Alabama, Florida, Georgia, Louisiana, Texas. Now working. Box 408G, BROADCASTING.

Sportscaster, morning man and staff announcer with present 1 kw station five years. Musical background, trumpeter and vocalist with Lawrence Welk and others. Married, one child. Location unimportant. Desire change to do more play-by-play. References. Box 409G, BROADCASTING.

When the lights go on I go to work and, "Music is my beat." Relaxed late evening jockey—single but dependable. Box 427G, BROADCASTING.

Experienced basketball, football, baseball. Former pd, newsman. Likeable dj. Currently network football. East, New England only. Box 430G, BROADCASTING.

Experienced sports announcer, newsman, numerous interviews, special events. Tape, references. Box 435G, BROADCASTING.

DJ, 1 year experience. Married, 21, draft free. Will consider any locality. Box 437G, BROADCASTING.

Deejay, newsman, first phone, six years experience. Pleasant voice. Tape. Box 445G, BROADCASTING.

Trained negro announcer. Good board. Friendly style. Travel anywhere. Tape. Box 449G, BROADCASTING.

Sportscaster, strong play-by-play. Experienced all phases tv—directing, news director, writer, experience. Good board and news. Steady. Box 451G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Salesman—announcer. Married. Excellent references. Southeast or west preferred. Box 453G, BROADCASTING.

Morning man with 15 years of know-how available. Cue-ins, etc. Box 454G, BROADCASTING.

Country music D.J. Recording artist, nationally known, top rated, 29, sober, reliable, best references . . . desire to relocate. Box 455G, BROADCASTING.

Announcer—1st phone, no maintenance, 2 years direct selling. Three years university radio television. Complete resume, tape and photo available. Presently part-time radio. Available one week for dj, news, sales. Preferably warm climate. Box 456G, BROADCASTING.

Mister versatility. An afternoon or evening deejay who can make and keep you number one in your major market. A man to take over transcription, production. For the last five years I've been gaining diversified experience as preparation for working with you. Box 458G, BROADCASTING.

Florida night D.J.—38, with family—experience, personality, sales. Box 461G, BROADCASTING.

Seeking permanent berth in radio news department. Employed. Alert. Tape-man. Box 475G, BROADCASTING.

In Washington, D. C.—Need permanent position as radio or tv announcer. Two years radio experience. If you can use a good straight announcer who can read commercial copy and news well, please contact me now. Box 463G, BROADCASTING.

Start your day right. Bright wide-awake manner for early listeners. Box 476G, BROADCASTING.

Young, mature, announcer, 5 years experience in radio and tv, wants permanent position in northwest. No small stations or towns, please. Excellent delivery, news preferred. Don't include me in blanket answers. Box 465G, BROADCASTING.

Flexible mike manner—wide-awake am relaxed evening classics delivery. Box 477G, BROADCASTING.

Announcer with proven ability and quality sound experience for news, commercials, disc jockey. Box 468G, BROADCASTING.

Classical music and commentary for late hour listeners. Tape-man. Employed. Box 481G, BROADCASTING.

Bright, personable record player for your recorded formats. News. Employed. Box 474G, BROADCASTING.

Conscientious, wide-awake newscaster. DJ companion of early am risers. Employed. Box 480G, BROADCASTING.

Announcer-dj; ready for larger market. Music, news, commercials, copywriting. Box 482G, BROADCASTING.

Let me speak for myself. Tape and photo waiting. Employed. Box 479G, BROADCASTING.

Attractive lady dj, announcer available. Experience, run board, good news, strong commercials, prefer northeast. Box 486G, BROADCASTING.

Announcer-dj; operate board. Strong copy, sales gimmicks. Cooperative, reliable. Box 483G, BROADCASTING.

It's what's in front of the mike that makes sense. Box 478G, BROADCASTING.

Announcer, light but good experience, desires music, news, indies, strong news, dj, much potential, travel. Box 498G, BROADCASTING.

You can have original talent that sells on your station. Write for your tape and listen to one of the hottest hillbilly's you have ever heard. No tape to return. If you want a man that can take the town, give me a listen. Honest, sober and plenty of experience. Box 501G, BROADCASTING.

New personality seeks announcing position in radio or tv. Will relocate. Salary open. Call STerling 9-2068 New York City.

Bob Prescott of WGEE, Indianapolis, is being replaced by a combo engineer-announcer for reasons of economy. Bob is a good, practical, conscientious, sincere announcer who will make someone a good dj staff or news man. For more details please contact Arnold C. Johnson, General Manager-Vice President, WGEE, Indianapolis, Indiana.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer-dj. Run own board. Working. Ready to move up north. Guy Moody, 906 N. Broad, Edenton, N. C. Phone 2178.

Experienced staff announcer seeks job in well rounded station preferably in the mid-west. Jack J. Quirk, 1410 Byron Street, Chicago, Illinois.

DJ . . . young, warm and female. Texas personality without Texas accent. Employed, not looking . . . except for publicity. (Am own press agent) Remember me. Sylvia, KNIT, Abilene, Texas.

This announcer with four years experience in all phases of radio and televison is currently doing radio news. 30 years of age, married, desires to relocate. Would prefer to stay with news but will consider staff work. Has worked for me for past 2½ years and I can highly recommend him. C. R. Thon, WEEX, Easton, Pennsylvania. Phone 6155.

Deejay, announcer control board operator. Strong commercials, flexible. Tape, resume. Joel Wood, 168 Benziger Ave., Staten Island 1, New York. Gibraltar 2-5647.

Technical

Engineer-1st phone. Ten years radio experience. Transmitter maintenance and control room operation. Also interested in learning television. Will relocate anywhere. Box 378G, BROADCASTING.

Transmitter position wanted, 1st radiotelephone, 2 years directing experience, 36, car. Box 488G, BROADCASTING.

Experienced engineer, degree, good maintenance on RCA, Raytheon, Gates, WE, W, GE, Collins, composite, good announcer, design experience, directional experience am-fm to 50 kw. First class telephone, telegraph license. Consider only South America, Central America or extreme southern U.S.A. Box 495G, BROADCASTING.

Engineer, 1st ticket wants job. Leave telephone number to call. Box 500G, BROADCASTING.

1st class engineer (announcer) married. Excellent references. Donald Nistl, 305 Burgess, St. Paul 3, Minnesota.

Desire chief's position Texas. References. Contact Ben Walker, 415 W. Berry, Fort Worth 10, Texas.

Production-Programming, Others

Radio-tv producer, director, writer, college graduate, ivy, honor, heavy experience, college station, wrote series for CBS affiliate, will relocate. Box 416G, BROADCASTING.

Program director, news director, dj, baseball, football, basketball. Sports essential. Middle Atlantic or New England. Box 429G, BROADCASTING.

Experienced radio program director, announcer, dj, with five years metropolitan and smaller station background, desires connection with California station with investment possibilites. Box 432G, BROADCASTING.

Five solid years behind mike in all phases of programming. Mature young man looking for step up to program director. Box 457G, BROADCASTING.

Business affairs—labor relations. Experienced young, energetic woman executive—able negotiator—capable productive operation, seeks well-paying position where contact ability and building rapport on all levels important. Box 470G, BROADCASTING.

Seek to learn news directing. Young! Worker! 7 years experience theatre management. Familiar with station operation, but inexperienced. Interested? Box 496G, BROADCASTING.

Dynamic sportscaster—salesman—newsman. "deSoto"—1801 Coldwater Canyon, Beverly Hills, California. Crestview 5-8592. References.

Veteran sports and news director with actual competitive background whose dignified mike and on-camera work sells, has the rare commendations to prove it. The solid organization will profit by writing, Director, E 8909, Knox, Spokane 6, Washington, or phone Walnut 4-5221.

Music librarian—10 years experience all phases of programming with KMBC, Kansas City. Desire librarian position well-established mid western station. 27 years old, single, dependable, excellent references on request. Available immediately. For resume, write Janet Wootten, 5 West 57th Terrace, Kansas City 13, Mo.

TELEVISION

Help Wanted

Management

Immediate opening for experienced general manager of vhf television and radio stations in eastern market serving half-million people. Wire Box 493G, BROADCASTING detailing experience, recommendations and desired salary.

Sales

Full power vhf in south has good openings for experienced salesmen and beginners in regional and local selling. Box 169G, BROADCASTING.

Technical

Expanding south Florida vhf has opening for two engineers. Car and first phone necessary. Will consider inexperienced men with good technical background. Box 467G, BROADCASTING.

Chief engineer for am-fm and uhf-tv. Must be good technician and not meter watcher. Good salary. Insurance and benefits for right man. WAIM-TV, Anderson, S. C.

Wanted: Man with first class license to work in television. No phone calls. Please send snap shot and references. WINK-TV, Fort Myers, Florida.

New vhf require experienced xmtr and studio personnel between November 1 and November 15. State experience and salary requirements with resume. WKBW-TV, Inc., Buffalo, New York.

Production-Programming, Others

Accountant/office manager. Tv/radio. Live in beautiful Cedar Rapids. Only first rate man experienced in all phases accounting need apply. 5½-day week. State experience and requirements. Contact Redd Gardner. General Manager, KCRG-TV, Cedar Rapids, Iowa.

Situations Wanted

Management

Present station manager and technical director of successful metropolitan station desires management position with possibility of partial or full ownership, 12 years all phases of broadcasting, civic minded young aggressive family man, replies confidential. Box 446G, BROADCASTING.

Sales

Salesman-announcer, 10 years experience selling and announcing radio and television. Box 442G, BROADCASTING.

Announcers

Announcer, 3 years news, commercials, disc jockey, masters degree. Available immediately. Box 469G, BROADCASTING.

Presently doing news and sports for national sponsor on west coast tv, desire news and sports in midsouth. Handle news camera, edit news film. Management knows of this ad. Paul Barnett, KSBY-TV, San Luis Obispo, California.

Technical

TV tech available after November 15, Network O & O uhf station going dark. Five years experience in operation and maintenance vhf, uhf xmtrs, plus all phases of studio operations. Three years am experience, one as combo-announcer engineer. Have 1st class radio-telephone license, married, age 32, will travel, domestic or foreign. Box 387G, BROADCASTING.

12 yrs. radio and tv. Desire technical position with good future. Can accept responsibility. Box 422G, BROADCASTING.

1st phone, 6 years am-fm-tv experience including color. Will relocate. Married and reliable. Box 431G, BROADCASTING.

Television studio technician, first phone, presently employed, three years experience. Box 433G, BROADCASTING.

Ten years experience, all phases am-fm-tv studio and transmitter operation, installation and maintenance. Desire permanent position with station that will offer advancement. Minimum $7000.00. Married, family, presently employed, resume on request. Box 436G, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Assistant production manager. NBC-trained college graduate with creative ability. 12 years radio and tv experience, including WTOP, Washington, and WCAU-TV, Philadelphia. Married, clean-cut, and capable. Box 415G, BROADCASTING.

TV production manager—7½ years—director—announcer—complete background—metropolitan area only. Box 420G, BROADCASTING.

Humble and hungry production crew available—3 announcers, 4 dir-cameramen and film director. News, kids personalities, weathermen. Can organize from ground up. Ample supervisory experience among crew. Box 423G, BROADCASTING.

Starter: Any tv production assignment, control room or studio. Writer commercial copy, news, programs. Double as announcer. College grad communications. Draft exempt. Will travel now. Best references. Box 438G, BROADCASTING.

Young executive wants to jump! Experienced all phases tv—directing, news director, writer, producer, sales, pr. Wants TV station needing assistant manager or responsible program director. $200.00 start. Box 459G, BROADCASTING.

Director-writer-announcer—television and radio. College graduate, B. of Speech. Married. Television and film production experience. Box 466G, BROADCASTING.

Writer-producer-coordinator. New York tv experience. Dependable, cooperative, versatile. Box 484G, BROADCASTING.

FOR SALE

Stations

A going uhf station with RCA equipment doing 65 local live shows each week. The entire station including tower can be moved to new location **for $20,000.00.** Price for everything $125,000.00 including land and buildings in the 27th largest market in America. Write Box 277G, BROADCASTING.

To successful operator only, kw daytimer, by original owner $85,000, $25,000 down, balance $1,000 monthly. Has been a money maker since opening nine years ago. Good Southern market. Write Box 460G, BROADCASTING.

Florida large market station, $500,000, 29% down payment; fm station, $85,000, $20,000 down payment. Chapman Company, 1182 West Peachtree, Atlanta.

West Texas secondary market fulltime. Nice property with excellent potential. $47,500 with $17,500 down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Upper south medium market stations (3), 50% interest for $30,000; $45,000; $150,000; all with terms. Chapman Company, 1182 West Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Southeast metropolitan market stations (2), $225,000, 29% down payment; $140,000, $37,000 down payment. Chapman Company, 1182 West Peachtree, Atlanta.

Regional daytimer Oklahoma single market. $47,500 with $17,500 down. Easy payout. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Paul H. Chapman station broker and associates will be at the Mayflower Hotel, Washington, during NAB Conference October 27-28 and will welcome opportunity to meet persons interested in buying or selling stations.

East Texas regional daytime. Making money. $45,000. Some terms. Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

Equipment

RCA. BTA-1 L transmitter. $1,500. Write Chief Engineer, WEJL, Scranton 1, Pa.

Complete Dumont 1 kw uhf television transmitter. Good condition. The first $5000 check buys it, subject to buyer's inspection. WNOW, Box 1747, York, Pennsylvania.

3-kw Federal fm transmitter with two bay Andrews antenna and transmission line (A-1 condition) $3,500.00. WPHB, Philipsburg, Penna.

Recorder tape Magnecorder PT6-R rack amplifier with PT6-AH drive mechanism. Best offer. Hepburn, 212 Phillips Drive, Alexandria, Virginia.

FOR SALE—(Cont'd)

Equipment

Ampex model 350 portable 3 channel stereophonic recorder. Used as a demonstrator only. Price new—$3,000.00. Will sell for $1,600.00. W. E. Marcy, 4007 Bellaire Blvd., Houston 25, Texas.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Mohawk midgetape, complete with leather case, mike, earfone, telephone pickup, 3 cartridges, instruction manual, service manual and AC-DC playback amplifier. $200. Write Chief Engineer, WEJL, Scranton 1, Pa.

WANTED TO BUY

Stations

Having sold my station am in market for another. Prefer midwest or southwest, though any good market will be considered. Prefer down payment $50,000 but more or less will be considered. Write Box 266G, BROADCASTING.

Responsible group will purchase radio station in medium or large market. We are anxious to act promptly, confidential. Write Box 417G, BROADCASTING.

Want all or part am station: prefer northeast. Down payment $20,000. Full details please. Confidential. Box 426G, BROADCASTING.

Present owners-operators wish to purchase their second small market am station. All replies in strictest confidence. Write Box 497G, BROADCASTING.

Console wanted. Good quality important. Must be reasonable. KRPM, San Jose, California.

Paul H. Chapman station broker and associates will be at the Mayflower Hotel, Washington during NAB Conference October 27-28 and will welcome opportunity to meet with persons interested in buying or selling stations.

Equipment

Used field intensity meter—broadcasting band Must be in good condition. Contact 364G, BROADCASTING.

Need two or four bay fm antenna. State type and price. Box 489G, BROADCASTING.

Wanted. Used 250 watt fm transmitter, monitor. State price, condition. Also other studio eqiupment. Reply Box 494G, BROADCASTING.

Wanted: Used 250 watt am transmitter, remote control system, console, turntables, tape machines, limiter, and am frequency and modulation monitors. Send specifications and prices to Box 511, Poteau, Okla.

Wanted—FM frequency monitor. Prefer G. E. State condition and price. KGB, Box 2088, San Diego, California.

Small console or consolette. Cash. Bill Bigley, KVMA, Magnolia, Arkansas, CE 4-5862.

Used 250 watt fm transmitter complete with monitors. Call or wire Richard Tuck Enterprises, KBEC, Waxahachie, Texas.

Wanted. Used Andrews multi-V 4 bay antenna. Write KJML-FM, 2861 El Paseo Lane, Sacramento 21, California.

AM-FM isolation unit. Cash. KVMA, Magnolia, Arkansas.

5 kw fm transmitter or amplifier, limitor, ampex 612, fm monitor, WTMT, Louisville, Kentucky.

Tape deck to accommodate 10 or larger reel. Skruphy Studio—Rice Lake, Wis.

Wanted up to five used radio transmitters, 1, 5 and 10 kw. Supply prices, make, model and length of time in service. Amalia Gomez Zepeda, Box 1762, Mexico, D.F.

MISCELLANEOUS

Attention personality dj's. For only $200.00 I can increase your income $1000.00 or more per month. This is a tested and proven method to make money legitimately, fast, and enjoyably. I know how . . . my record hop instructions will net you $1000.00 or more per month. By following my simple instructions of the Record Hop Success Story inside and out . . . you too will be a success. I went from a $500.00 a month dj to $1900.00 per month personality in an area of only 15,000 population. Mail cashier's check or money order of $200.00 now. Teen Age Record Hop, Box 176G, BROADCASTING.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 29, January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted

NEEDED IMMEDIATELY

FULL STATION STAFF

Top morning man, disc jockeys, engineers, combo's, salesmen, copy and traffic girls for 5000 watt daytimer in Miami, Florida. Send tapes, resumes, and salary requirements to M. Woroner, 10485 Southwest 112 Street, Miami, Florida.

Management

Manager For Radio Station CKSL **London, Canada.** Competitive Two Station Market. Applicant Must Have Proven Sales Ability. Full Details First Letter.

Apply Box 491G, BROADCASTING

CENTRAL CALIFORNIA
RADIO STATION KSBW

Has immediate opening for traffic-continuity-announcing. Need man with diversified copy writing experience and knowledge of radio traffic for number one station in area. Submit complete information, including sample copy for various types of accounts, photograph, and tape at 7½ rpm to KSBW-Radio, P. O. Box 1651, Department D, Salinas, California.

RADIO

Help Wanted—(Cont'd)

Announcers

Combination newsman, dj needed by fast-paced top-rated central Pennsylvania news and music station. Salary and hops can earn you $5,500 per year. Reply with tape-records and news-letter and references.

Box 396G, BROADCASTING.

DJ's WANTED

The fastest growing chain of independent radio and television stations serving the three largest markets in the midwest is looking for talented, wide-awake disc jockeys with REAL ideas. Send photo, tape and resume to J. Peter Boysen, WLOL, 870 Northwestern Bank Bldg., Minneapolis 2, Minn. All tapes will be returned.

TELEVISION

Help Wanted

Announcers

The TV picture has changed in Amarillo, Texas. Now K-7 is full-powered and ABC interconnected with an exciting new complete program schedule. Our expansion warrants a new addition to the announcing staff. A versatile experienced on-camera man is needed to handle a variety of assignments, including occasional remotes and regular "host" duties on strip programs. To a mature, enthusiastic, non-temperamental man, we offer an opportunity to grow with us. Please send resume, tape, photo, kine if available, and any other information to attention Jerry Gardner, Operations Manager, KVII-TV, Box 925, Amarillo, Texas.

Production-Programming, Others

TELEVISION
CONTINUITY-PRODUCTION

Must be experienced, a good typist with the ability to create selling commercials utilizing live camera techniques, slides and movies. This is a permanent position with excellent salary, benefits and future in a well established station. Send copy examples, background and photo to

KKTV—Pueblo, Colorado

TELEVISION

Situations Wanted

Production-Programming, Others

EXECUTIVE ASSISTANT

Veteran broadcaster capable of handling production, promotion or sales staff available for major market station or advertising agency. College graduate with 19 years experience at top stations in New York, Philadelphia and Washington. Married, talented and dependable personality.

Box 492G, BROADCASTING

Situations Wanted—(Cont'd)

Production-Programming, Others

EXPERIENCED FILM DIRECTOR

5 years New York City, indie TV. Purchased both for individual and group stations. Experienced with all phases of film operation. Acquainted with distributors, syndicators, etc. top references. Available immediately for any station or group who can use experienced film buyer—programming operator. Please reply to Box 218G, BROADCASTING.

FOR SALE

Stations

A Specialized Service For
Managers — Commercial Managers
Chief Engineer — Program Managers

CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

WANTED TO BUY

Stations

WANTED

Radio Station in a growing market, with $100,000 to $200,000 gross. Young men, currently holding management positions are looking for career opportunity as owner-managers. Considerable capital available for cash or term settlement. References furnished as to responsibility.

Box 418G, BROADCASTING.

MISCELLANEOUS

ATTENTION

If a **Victor Lee Adams (Vik Adams)**, SS #259-52-1301 apply for position as announcer, or a **Robert Goss Davis (Bob Touchstone)**, or you know anything of these two men, call Manager, WVMI, Biloxi, Mississippi, Idlewood 2-7001 IMMEDIATELY, collect.

Help Wanted

This advertisment is addressed to personnel in television stations who may have health problems, either personally or in their families, which require warm dry climate or elevation for cure, together with a job in tv. KIVA, Yuma, Arizona, with sales office at El Centro, California and serving Yuma and Imperial Valley with full power and carrying all three networks presently needs a good, first class engineer competent at maintenance of DuMont and GE equipment and switching. Yuma is a growing community with inexpensive housing with fishing and hunting nearby, both in Northern Mountains of Arizona and in nearby Mexico. Yuma has a climate like Miami Beach for about 8 months but in the summer it is hot. However homes, offices, tv station and many automobiles are refrigerated, so actually there is little concern for heat at the "Hottest TV station in the Nation," than in high humidity areas. In addition to present need of engineer this station wishes to build list of personnel who anticipate need of reaching kind of climate so frequently recommended by eastern and northern doctors. Whatever job you perform in TV, if you have this kind of problem in your family, let us know and, one day, we might have an opening to satisfy our mutual needs and help you solve your health problems. Applicants for open engineer job, if qualified, may call collect to Blake Ramsey, Chief Engineer, State 6-8311. Others write Harry Butcher, KIVA, Box 1671, Yuma, Arizona.

FOR THE RECORD *continued from page 108*

am applications of Donner Bcstg Co., Truckee, Calif., et al.

By FCC

Commission on Oct. 16 granted request by Metropolitan Philadelphia Educational Radio & Television Corp. (WHYY-TV, ch. 35), Philadelphia, Pa., for extension of time from Oct. 20 to Nov. 19 to file responses to petition by Joint Council on Educational Television, New York, N. Y., seeking the reservation of ch. 12 at Wilmington, Del., for noncommercial educational use.

By Hearing Examiner Annie Neal Huntting on October 14

Granted motion by Georgia-Florida Radio and Television Co., to be excused from further attendance in hearing on am application of James S. Rivers Inc. (WJAZ) Albany, Ga.

By Hearing Examiner H. Gifford Irion on October 14

Denied petition by WILA Inc. (WILA) Danville, Va., for leave to amend its application to specify frequency 1550 kc with 1 kw power in lieu of 1580 kc with 500 w power.

By Hearing Examiner Charles J. Frederick on October 15

Scheduled further hearing for Oct. 27 on application of WHAS Inc. (WHAS-TV, ch. 11), Louisville, Ky., for cp to change trans. and ant. location.

By Hearing Examiner J. D. Bond on October 14

Scheduled conference for 2 p.m., Oct. 29, in proceeding on am applications of Capitol Bcstg. Co., East Lansing, Mich., et al.

By Hearing Examiner Herbert Sharfman on October 14

Issued order closing record in proceeding on am application of L & B Bcstg. Co., Hemet, Calif.

BROADCAST ACTIONS

by Broadcast Bureau

Approved specifications, as amended October 14, 1958, submitted by Turner-Farrar Association (WSIL-TV Harrisburg, Ill.) to change type trans. and ant. system.

Actions of October 17

KSJB Jamestown and Minot, N. D.—Granted assignment of licenses to **KSJB Inc.**, and **KCJB Inc.**

WMOZ Mobile, Ala.—Granted assignment of license and cp to **WMOZ Inc.**

WISK St. Paul, Minn.—Granted assignment of license and cp to **B.V.M. Bcstg. Co.**

KLAD Klamath Falls, Ore.—Granted assignment of cp to **Myer Feldman,** et. al., d/b under same name.

WYMB Manning, S. C.—Granted acquisition of negative control by each **J. M. Soles Jr.**, and **Isadore Kramer**, through purchase of stock from **Troy McPherson.**

WKYW Louisville, Ky—Granted acquisition of positive control by **F. Eugene Sandford** through purchase of stock from **Edwin E. S. Weldon** by **Radio Kentucky Inc.**

WBNS-TV Columbus, Ohio—Granted cp to maintain old licensed main trans. as auxiliary facilities at main trans. site.

WXFM (FM) Elmwood Park, Ill.—Granted authority to remain silent for a period of 60 days pending reorganization of facilities.

Actions of October 15

WTYN Tryon, N. C.—Granted assignment of license to **Henry G. Bartol Jr.**, and **Gertrude S. Taylor,** executrix of estate of **Graves Taylor,** deceased, d/b under same name.

WFSC Franklin, N. C.—Granted involuntary assignment of license to **Gertrude S. Taylor,** executrix of estate of **Graves Taylor**, deceased, **John E. Boyd** and **Henry G. Bartol Jr.**, d/b under same name.

WNAG Grenada, Miss.—Granted assignment of license to **Grenada Bcstg. Co.**

KSUM Fairmont, Minn.—Granted assignment of licenses to **KSUM Bcstg. Co.**

KREH Oakdale, La.—Granted assignment of license to **Cyril W. Reddoch,** et al., d/b under same name.

WWIZ Lorain, Ohio—Granted assignment of cp to **W.W.I.Z. Inc.**

WPAT-AM-FM Paterson, N. J.—Granted transfer of control from **WPAT Syndicate** to **Dickens J. Wright,** et al.

KVKM-TV Monahans, Tex.—Granted mod. of cp to relocate trans. on same property, change in coordinates only.

WQED Pittsburgh, Pa.—Granted mod. of cp to make ant. and other equipment changes.

KSIR Wichita, Kan.—Granted license for am station.

WCSI-FM Columbus, Ind.—Granted license for fm station.

WKMH Dearborn, Mich.—Granted license covering increase in nighttime power and changes in nighttime DA system.

KUEN Wenatchee, Wash.—Granted license covering change in frequency to 900 kc and decrease power to 500 w.

KGMC Englewood, Colo.—Remote control permitted.

WRBL Columbus, Ga.—Granted change of remote control authority while using nondirectional ant.

Following stations were granted extensions of completion dates as shown. WTLM (TV) Laurel, Miss. to 4-20-59; WJMJ Philadelphia, Pa. to 11-15.

KMOR Oroville, Calif.—Granted authority to remain silent to Dec. 14.

Actions of October 14

WBRZ Baton Rouge, La.—Granted acquisition of positive control by **Baton Rouge Bcstg. Co.** through purchase of stock from **Lewis Gottlieb,** et al.

WTMT Louisville, Ky.—Granted license for am station.

KIT Yakima, Wash.—Remote control permitted (main trans.).

KDB Santa Barbara, Calif.—Remote control permitted.

Actions of October 13

WEAR-TV Pensacola, Fla.—Granted license covering cp which replaced expired cp as modified for tv station; ERP vis. 52.5 kw, aur. 31.6 kw, ant. height 580 ft.

KID-TV Idaho Falls, Idaho—Granted license covering changes in tv station; ERP vis. 100 kw, aur. 50 kw, ant. height 1600 ft.

WTVJ (TV) Miami, Fla.—Granted license covering changes in tv station.

WEAT-TV West Palm Beach, Fla.—Granted license covering changes in tv station.

WSJV (TV) Elkhart, Ind.—Granted license covering change from ch. 52 to ch. 28; ERP vis. 204 kw, aur. 102 kw, ant. height 690 ft.

WEHT (TV) Evansville, Ind.—Granted license covering installation of aux. ant. system at main trans. site.

WDBJ-TV Roanoke, Va.—Granted license covering installation of aux. trans. and ant. at main trans. site; ant. height 1930 ft.

KOOL-TV Phoenix, Ariz.—Granted license covering maintenance of aux. ant. system at main trans. site.

WDBO-TV Orlando, Fla.—Granted license covering changes in tv station.

WFGA-TV Jacksonville, Fla.—Granted cp to change ERP to 158 kw and make minor equipment change.

WBDG-TV Cheboygan, Mich.—Granted mod. of cp to change type of ant. and other equipment; ERP vis. 21.3 kw, aur. 11 kw, ant. height 660 ft.

Action of October 10

WENS (TV) Pittsburgh, Pa.—Granted mod. of cp to change from ch. 16 to ch. 22.

Action of October 1

WAMS, WJWL Wilmington and Georgetown, Del.; WNJR, WRAP Newark, N. J. and **Norfolk, Va.**—Granted acquisition of positive control by **O. Wayne Rollins** through purchase of stock from **John W. Rollins** by parent corporation and retirement thereof.

UPCOMING

Oct. 27-28: AAAA, eastern region's annual meeting, Biltmore Hotel, New York City.

Oct. 28: Academy of Tv Arts & Sciences, N. Y. chapter, general membership meeting, Toots Shor Restaurant, New York, 8:30 p.m.

Oct. 28-29: Central Canada Broadcasters Assn., Westbury Hotel, Toronto, Ont.

Oct. 29: U.C.L.A. Publicity Clinic, Chamber of Commerce, Los Angeles.

Oct. 29-30: CBS Radio Affiliates Assn., annual convention, Waldorf-Astoria Hotel, New York City.

Oct. 30-31: IRE, electron devices meeting, Shoreham Hotel, Washington.

Oct. 31: AFA, second district meeting, Shoreham Hotel, Washington.

Oct. 31- Nov. 2: Women's Advertising Clubs, Eastern inter-city conference, Washington.

November

Nov. 5: AAAA, east-central region's annual meeting, Commodore Perry, Toledo, Ohio.

Nov. 5-7: Public Relations Society of America, 11th national conference, Waldorf-Astoria Hotel, New York.

Nov. 8-9: Illinois News Broadcasters Assn., meeting, Illinois Hotel, Bloomington.

Nov. 9-12: Assn. of National Advertisers fall meeting, The Homestead, Hot Springs, Va.

Nov. 13-14: Tennessee Assn. of Broadcasters, Knoxville.

Nov. 13-15: Missouri Assn. of Broadcasters, Chase Hotel, St. Louis.

Nov. 14: Oregon Broadcasters Assn., fall meeting, Hotel Marion, Salem.

Nov. 15-16: AWRT, Indiana conference, Indianapolis.

Nov. 16-19: Broadcasters' Promotion Assn., third annual convention, Chase Hotel, St. Louis.

Nov. 16-22: National Television Week.

Nov. 19: Television Bureau of Advertising, board of directors meeting, Waldorf-Astoria Hotel, New York City.

Nov. 19: ABC-TV Primary Affiliates, meeting, New York.

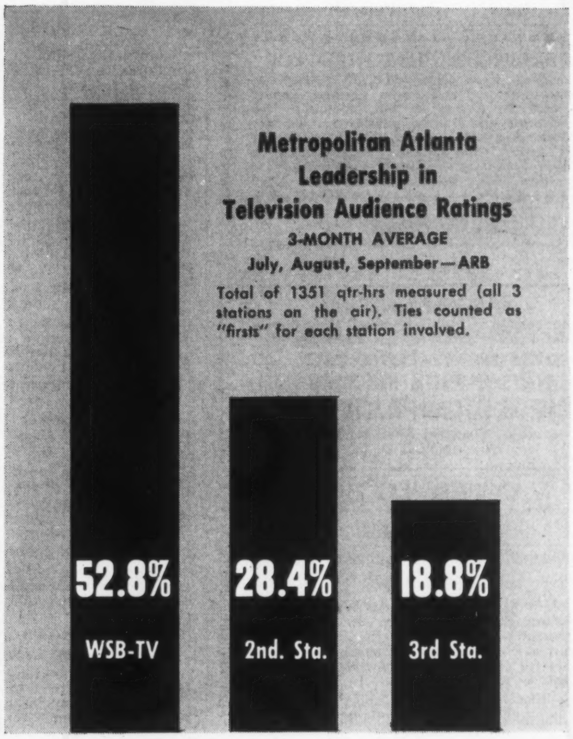
Nov. 19-22: Sigma Delta Chi, annual convention, U. S. Grant Hotel, San Diego, Calif.

Nov. 20: TvB, sales advisory committee meeting, Waldorf-Astoria Hotel, New York City.

Nov. 20-21: National Business Publications, Chicago regional conference. Drake Hotel, Chicago.

NAB FALL CONFERENCE

Oct. 27-28, Statler Hilton Hotel, Washington, D. C.



Here's how WSB-TV dominates television in Atlanta

WHEN YOU WEIGH the three Atlanta television outlets preparatory to placing a schedule remember this: Your choice of stations can make a sizeable difference in the sales your advertising produces.

One station in Atlanta, WSB-TV, is viewed by the most people 52.8% of the time. A viewer, *and buyer,* preference greater than that of the other two stations combined! Chart shown here is a 3-month average. It reflects viewing habits which hold steady month after month in Atlanta.

Superior local programming, news service which devastates competition and a deep public interest responsibility have built this massive preference for WSB-TV. Certainly your advertising belongs on WSB-TV.

WSB-TV is affiliated with The Atlanta Journal and The Atlanta Constitution.
NBC affiliate. Represented by Edward Petry & Company

MONDAY MEMO

from **H. L. McCLINTON,** *president, Reach, McClinton & Co., New York*

Stretching the dollar in big-money tv

Last night (Oct. 26), an example of twentieth century television at its best commenced its second season. Since the sponsor, The Prudential Insurance Co. of America, is our client and since the show has not only been an award-winner but a sales-starter, I'd like to cite it as unique.

The show is, of course, CBS-TV's *The Twentieth Century,* a series of half-hour, Sunday evening documentaries about the time in which we live and about the people who shaped it. Sample subjects for the start of the '58-'59 season: drug addiction; the men and means of Red propaganda; Knute Rockne; Peron and Evita; the Russo-Finnish War. Sound interesting? Right—and the ratings prove that Americans have grown (up?) to realize that "educational" tv can be entertainment.

Of course there are other "serious" tv shows—just as other agencies have clients who are similarly conscientious about their responsibilities to the public. And so I do not intend here to pontificate about the excellence of the series—or pontificate about anything else. I'd like to *report* how The Prudential and we at Reach, McClinton have learned how to extend further the impact of an already sizable tv commitment.

All network television is costly—and getting costlier. It is, therefore, imperative that sponsors' tv investments be extended further for further effectiveness. If *The Twentieth Century* makes an impression—or a point—with its viewers, then it becomes necessary for us to take that point, extend it in space to form a line—and then take that line and extend it further to form a plane. The plane, mathematically speaking, covers space, has dimension. What The Prudential has been doing with *The Twentieth Century* also has dimension.

What The Pru's been doing is threefold:

1. It has a "Television Teaching Aid" program;
2. It has just launched a "Television Film Loan Program;"
3. And it has embarked on an extensive public service message program.

Behind all these, as you might expect, lies a story.

Years ago, when The Prudential co-sponsored the beginnings of *You Are There,* it became apparent that the show's educational nature offered the sponsor a unique opportunity for extending a message to classrooms. Accordingly, the first Television Teaching Aid was issued. Soon, The Pru became sole sponsor and issuer of the Aids. From then through the rest of *You Are There,* through *Air Power,* and through the first year of *The Twentieth Century,* only those schools which actually requested the Aids were included on the lists. Today, as the Aids move into the second year of *The Twentieth Century,* 8,667 schools currently receive them—all on their own request.

Why the enthusiasm? First of all, the Aids are professionally prepared—always with the classroom in mind. They consist of (a) background information about the historical event or individual dealt with in the show; (b) suggested reading material—in effect a bibliography of books and magazine articles dealing with the subject under discussion; (c) a long list of audio-visual aids and how to obtain them, and (d) suggested classroom activities. And, since the Aids reach the teachers in advance of the show, they of course list all the CBS-TV stations showing The Prudential's program. The second reason for the enthusiasm is obvious: the shows themselves are exciting and informative, entertainment geared to the adult and the ripening mind, the kind of stuff that makes us at the agency, The Pru, CBS' News and Public Affairs Dept., and teachers all over the country proud of the potentials of television.

As fan mail on the Aids was received, The Prudential noted that more and more schools were requesting film prints of the shows. The requests kept mounting—and Prudential's interest in helping out kept mounting too. And so, just recently, The Prudential inaugurated its Film Loan Program, this time not directed only at schools, but at anyone who wanted to show *The Twentieth Century* programs before any group.

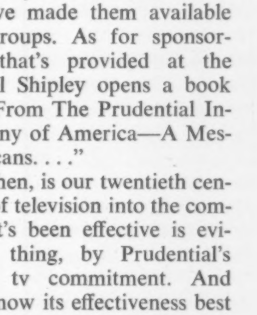
Prudential notified the schools on its Aids list about the start of the new film loan program; it also notified its 25,000 Prudential agents throughout the country. Result? In the first three months of the film loan program, a total of 7,394 film requests came in! The films, incidentally, are just as they are seen on tv—commercials included. But then The Pru prides itself on its commercials.

So much does The Prudential pride itself on its commercials that it decided this autumn to relinquish half of them. That is to say, half The Prudential's commercial schedule has been given over to "public service messages." These parallel The Advertising Council's themes. This year, Prudential will show its "Messages for Americans" on such subjects as Confidence in America, Mental Health, Conservation and Supporting our Colleges. Of these "Messages" we at Reach, McClinton are very proud indeed.

Again, we have taken our point and extended it along a line and into a plane. We have not only shown these "Messages," but have made them available to interested groups. As for sponsor-identification, that's provided at the start, when Bill Shipley opens a book which reads: "From The Prudential Insurance Company of America—A Message for Americans. . . ."

Three-fold, then, is our twentieth century extension of television into the community. That it's been effective is evident, for one thing, by Prudential's ever-increasing tv commitment. And the men who know its effectiveness best—the Prudential agents in the hometowns of America—are perhaps the most enthusiastic.

As for us here at the agency, we're proud of this extension of effectiveness for yet another reason: it proves that tv can be marketed locally. We have another client, also heavily committed to television, International Latex Corp., one of the biggest spot tv advertisers in the country. There we also—but that'll have to be the subject of a future MONDAY MEMO.



H. L. (Hay) McClinton, b. 1898, Seattle. U. of Washington. Newspaperman 13 years. Started at N. W. Ayer, Philadelphia, as public relations man. Entered radio in 1934 as producer of Ford Sunday Evening Hour *for five years, Fred Waring and other Ford shows. Became Ayer v.p. in 1937. Set up pioneer tv production unit in 1945 and managed Ayer's radio-tv-motion picture dept. 13 years. Lent to government to set up NRA publicity and produce* This Is War! *radio series. To Calkins & Holden presidency in 1950. Joined Chas. Dallas Reach in 1957 to form Reach, McClinton. Married; two children.*

Whose Birthright?

IT does not surprise us that the announcement of a radio station's willingness to accept liquor advertising has provoked cries of alarm.

We have had some experience of our own in that line, and we can freely predict that the cries of alarm will intensify before they subside. They will come from an odd, but also predictable, assortment of sources.

A year ago we published a series of editorials advocating the acceptance of liquor advertising—under appropriate self-restraint—by radio and television.

We received perhaps a dozen telephone calls and half a dozen letters approving our suggestion.

We received half a dozen phone calls and more than 3,000 letters objecting to it.

Evaluating this response simply by the numbers would suggest that we had embarked upon an astonishingly unpopular course. But, as they often are, numbers were misleading. The half-dozen phone calls which expressed opposition were from broadcasters who were horrified by the political trouble our proposal might generate. All but a handful of the letters of disagreement were from Prohibitionists who were drafted in a letter-writing campaign conducted by the Southern Baptist clergy.

The organized letter-writers can be expected to go to work again, now that it has become widely known that some stations are accepting liquor advertising. They will write their Congressmen to urge the passage of legislation outlawing liquor from the air.

But this will be nothing new. At every session of Congress since repeal of the 18th amendment there has been a flood of mail proposing similar legislation. The drys have historically carried on a vigorous campaign to reimpose prohibition by stages, the first stage being the limitation or outright elimination of liquor advertising.

It has been and will be the kind of mail which, in volume, is one-sided. There is no organized group of equal size to write letters in favor of liquor or liquor advertising. The mail which goes to Congress on the liquor subject is very much like the mail which came to us—one-sided to the point of being meaningless.

It is the vocal, organized opposition of the professional drys that is feared by those broadcast leaders who object to the admission of liquor advertising to the airways. Unhappily, those leaders are not being frank about the reason for their fear. They are citing "moral" grounds as the basis of their objections. They are talking about the ban against liquor advertising as the "birthright" of broadcasters, a tradition so sacred it cannot be questioned.

What these leaders neglect to mention is that the radio and television codes, in which the bans against liquor commercials are contained, were drawn up and voluntarily accepted by broadcasters.

The same broadcasters have the power to modify the codes.

We yield to no one in our respect for the men who fashioned the radio and television codes, but we are not naive enough to equate them with Moses or the Twelve Apostles.

What they wrote can be changed to suit changing times. There is evidence that as far as liquor advertising is concerned, times may be changing.

Dateline: Booby Hatch

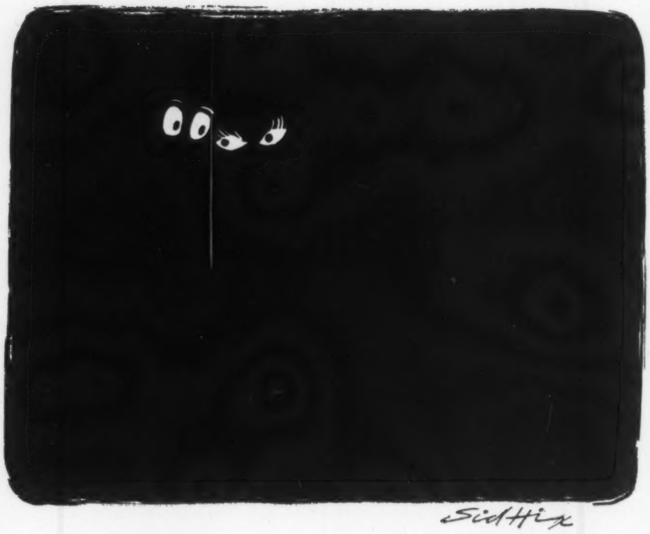
NEWSPAPERS in this country have had a good deal of fun lately with stories about an English youth who was turned into a "Zombie" by television.

U. S. wire services have meticulously followed the case since the boy's father complained three weeks ago to the Wimbledon juvenile court that his son sat transfixed by tv and wouldn't work. "Zombie" is the word the father used, according to the wire services.

If this is regarded as news by U. S. newspapers, they are missing a bigger bet.

Mental hospitals right here at home are full of patients who sit staring all day at the wall.

Walls, as any alert newspaper editor ought to know, are often used for display advertising. Connect mental aberration with wall-staring and you have taken a whack at still another rival of newspaper advertising.



Drawn for BROADCASTING by Sid Hix

"Bad news, Irma. The studio's switching to videotape. They're taking away our darkroom."

What a headline could be written for a story of that kind: "Wall Turns Youth Into Zombie."

It doesn't sound any nuttier than the heads which have used "Tv" in place of "Wall."

The FCC Image

THE FCC image, sullied by the onslaughts of the House Oversight Committee, battered by the U. S. Court of Appeals, is now subjected to indignities from the highest court in the land.

In remanding to the lower court last week two television cases in the Midwest, the Supreme Court dealt the FCC prestige another blow. Both cases happened, incidentally, to involve the deintermixture of areas (Springfield, Ill., and Peoria, Ill.) to all uhf. The FCC has been berated by the Senate Commerce Committee for failing to cope with the deintermixture problem.

The reason the Supreme Court majority ordered the two cases remanded was because of reference before the House Oversight Committee to purported *ex parte* contacts with members of the FCC. But in these cases, the FCC was functioning in its legislative capacity in rule-making, and not in its judicial role in comparative proceedings.

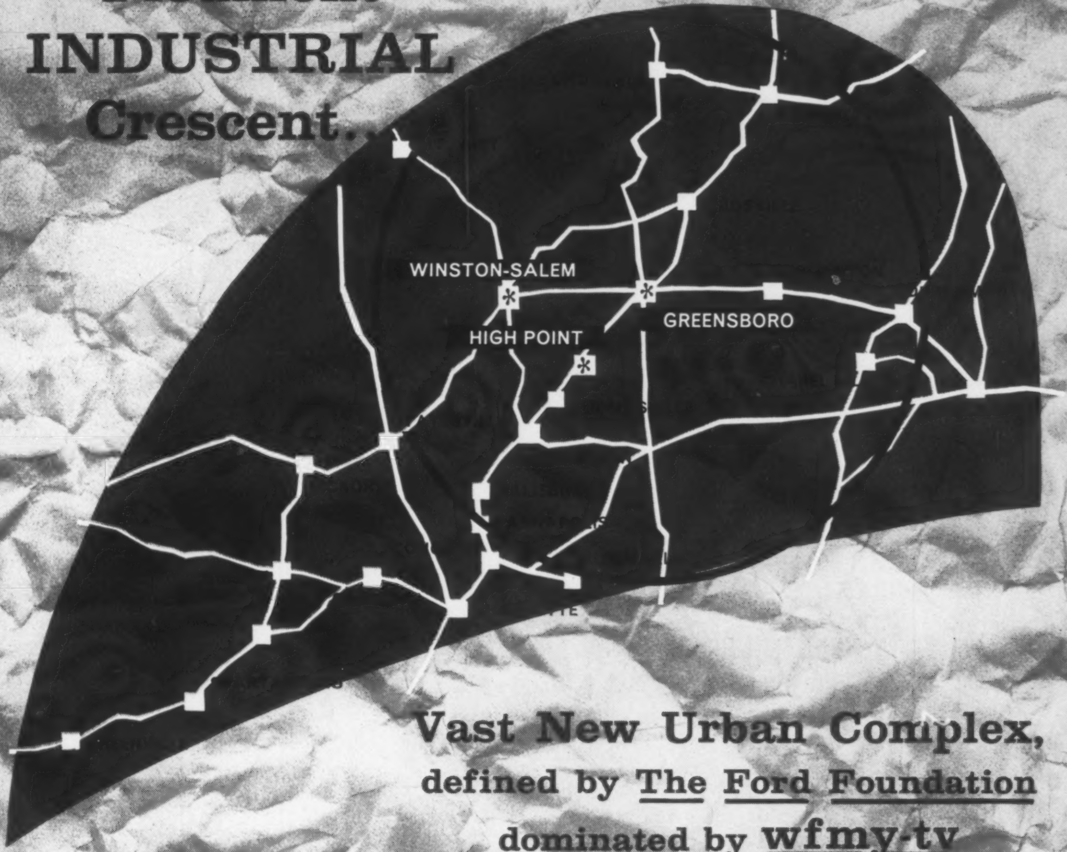
The FCC, like all agencies of government, has blundered in the past, and probably will blunder in the future. If the FCC has been influenced, it is because of the weakness of individual members. If mere conversation by an applicant or a potential applicant constitutes overt action or improper influence, every administrative agency in Washington has flagrantly violated the law.

From the very beginning of the independent agency type of regulation, contact with their areas of activity has been the rule, rather than the exception. Most of the commissioners are selected because of their expert and specialized knowledge of the particular fields. Commissioners cannot isolate themselves from the areas they regulate and perform their jobs.

Congress created the FCC. It can abolish it or change it. We think the FCC is no worse—or better—than most of the other administrative agencies. But Congress, through the Oversight Committee, and the courts are destroying the FCC by degrees.

We think the FCC, as now constituted, is striving to perform honestly and efficiently. It deserves a chance to do its job without spending half its time preparing for congressional hearings, and a good portion of the other half re-investigating cases that the courts throw back because of congressional hearings.

Piedmont INDUSTRIAL Crescent...



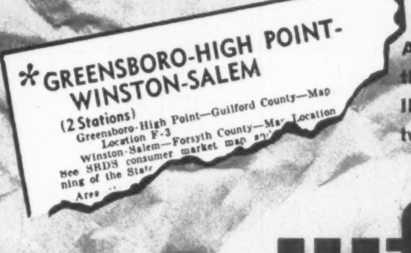
Vast New Urban Complex, defined by The Ford Foundation dominated by wfmy-tv

Just what is this area . . . this Piedmont Industrial Crescent? Defined by the Ford Foundation, it is a vast "area laboratory," stretching across North Carolina's fertile Industrial Piedmont. It is more, too. It is a bustling, urban complex engaged in unsurpassed growth patterns of manufacturing, distribution and marketing.

Strategically centered at the hub of this massive urban market is WFMY-TV, the most powerful selling influence, by far.

North Carolina's INTERURBIA*

At the very axis of the CRESCENT lies INTERURBIA . . . the largest metropolitan market in the two Carolinas. INTERURBIA plus the Piedmont CRESCENT where more than two million people are sold on WFMY-TV.



*** GREENSBORO-HIGH POINT-WINSTON-SALEM**
(2 Stations)
Greensboro-High Point—Guilford County—Map Location F-3
Winston-Salem—Forsyth County—Ma Location
See SRDS consumer market map a
ning of the Stat
Area

wfmy-tv

GREENSBORO, N. C.

CBS
Basic
Since 1949

Represented by: Harrington, Righter & Parsons, Inc. • New York • Chicago • San Francisco • Atlanta • Boston

NEW YORK
CHICAGO
BOSTON
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD
DES MOINES
DALLAS

weed
and company

RADIO

and TELEVISION

STATION

REPRESENTATIVES